

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

July 1, 1964

**\$4,000,000 IN NBC-TV DAYTIME SALES RECORDED FOR WEEK
ENDING JUNE 26, WITH 11 ADVERTISERS PLACING ORDERS**

NBC-TV Daytime Sales totaling \$4,000,000 were recorded for the week ending June 26, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Eleven advertisers placed orders during this period. Only three of the 11 orders were renewals.

The advertisers are: Andrew Jergens Co. (Cunningham & Walsh), The Borden Co. (Fuller & Smith & Ross), Bristol-Myers (Ogilvy, Benson & Mather), General Electric Lamp Division (Batten, Barton, Durstine & Osborn), Hartz Mountain Products Corp. (MacManus, John & Adams), Miles Labs (Wade Advertising), Ralston Purina (Guild, Bascom & Bonfigli Inc.), Minnesota Mining & Manufacturing Co. (MacManus, John & Adams), Scott Paper Co. (J. Walter Thompson Co.), E. R. Squibb Co. (Benton & Bowles), and Vick Chemical Co. Division (Morse International).

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION
PAUL CUNNINGHAM IS APPOINTED ASSOCIATE PRODUCER OF 'TODAY'

Appointment of Paul Cunningham as associate producer of NBC-TV's "Today" show was announced today by Al Morgan, producer of the Monday-through-Friday morning series.

Cunningham, who had been the "Today" reporter, this Spring won the 15th annual Albert Lasker Medical Journalism Award in the field of television for a five-part series on mental retardation he wrote and reported for the program.

Cunningham has been with "Today" since it began in 1952, except for brief periods when he was associate producer of "Wide Wide World" and a correspondent for "Background," a documentary series, both on NBC-TV. In addition to writing, reporting and filming special stories for "Today," he has also covered fast-breaking news events. He has also substituted for Frank Blair as the program's newscaster.

Cunningham began his career as a reporter for the Minneapolis Star in 1946. In 1948 he became a television reporter for station KSTP-TV, Minneapolis, an NBC affiliate. In 1949 he joined NBC News in New York as a writer and editor. He worked for several NBC News radio and television programs, including the Peabody Award-winning radio documentary on the atom bomb, "The Quick and the Dead," before joining the "Today" staff.

Cunningham was born in New Rochelle, N.Y., on Aug. 13, 1917. He was graduated from the University of Minnesota in 1946. A journalism major, he won the Sigma Delta Chi Scholarship Award. During World War II he served in the Air Force in Europe, North Africa and the Middle East. Cunningham, his wife and three children live in Pelham Manor, N.Y.

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NBC-New York, 7/1/64

A very faint, large watermark-like image of a classical building with four columns and a triangular pediment occupies the background of the page.

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July 1, 1964

GEORGE SCHLATTER TO PRODUCE FIRST OF THE SEVERAL
1964-65 'SNEAK PREVIEW SPECIALS' ON NBC-TV--
FULL-HOUR COLORCAST STARRING STEVE LAWRENCE

George Schlatter has been signed to produce the first of the several "Sneak Preview Specials" to be presented on the NBC-TV Network during the 1964-65 season, it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs.

Steve Lawrence, currently starring in the Broadway musical hit, "What Makes Sammy Run?" will headline this special to be telecast in color Friday, Nov. 27, 10-11 p.m. NYT.

Schlatter's producing credits include such programs as "The Dinah Shore Show," "Jonathan Winters Presents: A Wild Winters Night," "The Best on Record," "Chevy Show" and Chrysler specials.

The producer is flying to New York from the West Coast to confer with Lawrence and Friendly about the full-hour musical program, details of which are being withheld intentionally.

The program will originate from the NBC studios in New York.

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NBC NEWS ELECTION YEAR '64

July 1, 1964

NBC NEWS SCHEDULES LIVE TELEVISION COVERAGE OF REPUBLICAN PLATFORM COMMITTEE HEARINGS
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NBC News will offer live television coverage of the Republican Platform Committee meetings in San Francisco July 7-10. This coverage will be in addition to presentation of taped highlights of the meetings, previously announced.

"Platform Committee Preview" will be telecast Monday, July 6 (4:30-5 p.m. EDT).

Live coverage of the Republican Platform Committee meetings will start Tuesday, July 7, after NBC's telecast of the All-Star baseball game, which is expected to end about 3:30 p.m. EDT. Governor Nelson A. Rockefeller of New York will be the main witness. Civil rights will be the theme of this first meeting.

On Wednesday, July 8, live coverage will start at 1 p.m. EDT. Taped highlights will be telecast from 4:30 to 5 p.m. EDT. Henry Cabot Lodge and Governor George W. Romney of Michigan will be the major witnesses.

On Thursday, July 9, live coverage will start at 1 p.m. EDT. Taped highlights will be telecast from 4:30 to 5 p.m. EDT. Governor William W. Scranton of Pennsylvania will be the main witness.

On Friday, July 10, live coverage will begin at 1 p.m. EDT. Taped highlights will be telecast from 4:30 to 5 p.m. EDT. Senator Barry Goldwater will be the principal witness.

(more)

Two other NBC News specials, "Convention City" and "Republican Convention Preview," will precede the opening of the convention.

"Convention City," a full-hour special in the "Campaign and the Candidates" series, will be telecast Wednesday, July 8 (9-10 p.m. EDT). A major part of the program will be devoted to profiles of the two leading candidates for the Presidential nomination, Senator Barry Goldwater and Governor William W. Scranton, including evaluation of their chances and reports on their campaign activities. Chet Huntley and David Brinkley will be anchor men of the program, in which Robert MacNeil, Sander Vanocur and other NBC News correspondents also will participate.

"Republican Convention Preview," another program in the "Campaign and the Candidates" series, will be telecast Sunday, July 12 (6:30-7:30 p.m. EDT). The preview will assess the strength of the various candidates on the eve of the convention. Chet Huntley and David Brinkley, anchor men of the program, and other NBC News correspondents, will brief TV viewers on what they may expect to see during the convention sessions. Interviews with some of the candidates are planned. The program also will include a tour of NBC News' extensive facilities for covering not only the official proceedings but also the developments behind the scenes. NBC reporters on the convention floor, with the candidates and at other key locations, will explain how they will carry out their assignments.

Back-to-back with "Republican Convention Preview" Sunday, July 12 will be two other NBC News programs. These are a special edition of "Sunday" (5-5:30 p.m. EDT), relating interesting incidents in convention history and distinguishing characteristics of the forthcoming San Francisco convention, and an expanded edition of "Meet the Press" (5:30-6:30 p.m. EDT).

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NBC-New York, 7/1/64



NBC NEWS ELECTION YEAR '64

GAVEL-TO-GAVEL COVERAGE AT SAN FRANCISCO

NBC News to Provide Continuous TV and Radio Reporting
Of All Republican Convention Sessions

NBC News will provide continuous gavel-to-gavel television and radio coverage of all sessions of the Republican national convention in San Francisco's Cow Palace starting Monday, July 13.

Five convention sessions are tentatively planned over a four-day period. Following are dates and times of NBC-TV and NBC Radio coverage of these sessions.

Monday, July 13

1 p.m. EDT to conclusion. First Session: Organizational -- Addresses by Mayor Shelley of San Francisco, former Mayor Christopher of San Francisco, Senator Thomas H. Kuchel of California, Representatives William S. Mailliard of California and J. Arthur Younger of California.

7 p.m. EDT to conclusion. Second Session: Addresses by Rep. Bob Wilson, chairman of the Republican Congressional Campaign Committee; Mrs. Ely Peterson, assistant chairman of the Republican National Committee; Rep. William E. Miller, chairman of the Republican National Committee; Senator Everett M. Dirksen of Illinois; message from Herbert Hoover; address by Mark O. Hatfield of Oregon, temporary chairman of the convention and keynoter.
(more)

Tuesday, July 14

7 p.m. EDT to conclusion. Third Session: report of the Committee on Credentials; report of the Committee on Rules; adoption of the platform; address by Senator Thruston B. Morton, permanent chairman; address by Richard M. Nixon; adoption of the platform; address by Dwight D. Eisenhower.

Wednesday, July 15

4:30 p.m. EDT to conclusion. Fourth Session: Nominating speeches for President; Voting for Presidential Nominee.

Thursday, July 16

7 p.m. EDT to conclusion. Fifth Session: Nominating speeches for Vice President; voting for Vice Presidential nominee; acceptance speeches by Presidential and Vice Presidential nominees.

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NBC-New York, 7/1/64



NBC NEWS ELECTION YEAR '64

July 1, 1964

HOW NBC NEWS WILL PROVIDE BLANKET RADIO COVERAGE OF REPUBLICAN CONVENTION AND PRELIMINARY EVENTS

Gulf to Sponsor Radio Coverage of Sessions and an Advance Special

NBC News will provide blanket coverage of the Republican National Convention in San Francisco on the NBC Radio Network with live reports of the sessions themselves and special programs devoted to analysis and interpretation of important pre-convention events.

According to Russell C. Tornabene, executive producer of NBC News' radio coverage, the total amount of air time that will be consumed will be more than the NBC Radio Network has ever devoted to a Presidential nominating convention.

The special coverage will begin July 6 with the debut of "Convention Almanac" to be broadcast from 10:05 to 10:30 p.m. EDT. The program, to be heard at the same time each night through Friday, July 10, will recap the work of the platform committee and place in perspective the behind-the-scenes political activities of the pre-convention week. In addition, all important news throughout the day will be reported when it happens via the NBC News' "hotline" service.

On Saturday, July 11, and Sunday, July 12, the political developments in San Francisco will be reported on "Monitor News-on-the-Hour" and in special news programs to be scheduled each half-hour during "Monitor."

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On convention eve, Sunday, July 12, a special full-hour program, "Convention Preview," will be broadcast from 10 to 11 p.m. EDT. Sponsored by the Gulf Oil Corporation, it will recap events of the week and provide a look at what can be expected in the eventful week that is to follow.

Beginning Monday, July 13, NBC Radio will carry all the proceedings from the San Francisco Cow Palace, also sponsored by Gulf. The first day's sessions are to begin at 1 and 7 p.m. EDT. On Tuesday, July 14, the session is to begin at 7 p.m. EDT. On Wednesday, July 15, the activities are scheduled at 4:30 p.m., and on Thursday, July 16, at 7 p.m. EDT.

James Holton will produce the NBC Radio convention coverage and the special programs. NBC News correspondents Russ Ward and Peter Hackes will serve as anchor men; Morgan Beatty and Robert McCormick, analysts; and Richard Valeriani, Charles Quinn, Ron Nessen, and Elmer Peterson, reporters.

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NBC-New York, 7/1/64



NBC NEWS ELECTION YEAR '64

July 1, 1964

HAPPY ACCIDENT: HOW HUNTLEY AND BRINKLEY BECAME A TEAM

Scholars might advise that a dictionary reference for a "happy accident" would be the word "serendipity" -- and, in terms of television, a footnote might also suggest "see Huntley-Brinkley."

For the pairing of Chet Huntley and David Brinkley on NBC-TV, which first took place eight years ago, was -- according to producer Reuven Frank -- "sheer accident."

Huntley and Brinkley will be anchormen for NBC News' television coverage of the 1964 political conventions, of which Frank is executive producer. The Huntley-Brinkley combination dates from the 1956 conventions.

"Brinkley had been with NBC since 1944 and Huntley was brought here in 1955," says Frank. "We had these continual discussions as to who would do our key on-the-air convention coverage in 1956 and some of us urged pairing Huntley and Brinkley."

Not all NBC executives were ecstatic about the idea, Frank points out, as indicated by the fact that even though the decision was finally made to use them, a period of six weeks passed (from March until mid-May) before the pairing was officially announced.

While Frank refers to their success in covering the 1956 convention as "reasonable," he points out that four years later, their experience and added nightly TV exposure (on a nightly NBC news program produced by Frank) put them in a position where "they just ran away with it."

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The television critics have been among the Huntley-Brinkley team's staunchest supporters since their first convention pairing. Here are some newspaper comments:

"Why not a Huntley-Brinkley ticket? With Brinkley as humorist and Huntley as a kindly and authoritative big brother, they are an ideal combination to report these proceedings. A landslide vote for Huntley-Brinkley."

"They're an unusual pair, informed without being ponderous; serious, but with a diverting eye for the ludicrous; articulate, but not talky."

The lure of Huntley and Brinkley, according to producer Frank, "has a lot of intangible in it." Frank points out that one of his friends insists that Huntley and Brinkley are the masks of tragedy and comedy, while Frank himself says with a wink, "I've always thought it was closer to a father-and-son image."

"They're both gentlemen," adds Frank, "they're relaxed. A convention is not the kind of thing you can watch for five minutes and get a summary. Anybody sitting down to watch a convention takes off his shoes, undoes his tie and a hollerer is very bad. The event itself is exciting and interesting and what the viewer wants is footnotes -- somebody who won't take it too seriously. And neither Chet nor David does. They are both attractive, too ... they're not similar, so they go well together."

As for Huntley and Brinkley themselves, as perfectly as they work together now, in the beginning they were virtually total strangers.

"I had seen David once before in my whole life," says Huntley. "The day of our first assignment we sat down, the red lights

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came on and there we were. Of course mistakes were made...we were feeling our way and for some unaccountable reason, people watched. I don't know why. I guess if I knew, I'd pickle it."

As they approach their third convention assignment, Huntley and Brinkley are prepared to once more add their personal footnotes to another chapter in American politics. As Brinkley says, "You just take hold of a big, brawling confused story and try to make it clear to people who don't follow politics every day."

And making it clear to the people is an assignment for which both newsmen are eminently qualified. As producer Frank indicates, "They're both obviously well qualified newsmen. They have authority. You believe them when you hear them."

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NBC-New York, 7/1/64

NBC-TV NETWORK PROGRAMS

PRODUCTION BEGINS ON 'TOM, DICK AND MARY' FOR '90 BRISTOL COURT'

Production began this week on "Tom, Dick and Mary," one of three related comedies on NBC-TV's new 90-minute series, "90 Bristol Court." The series will have its premiere Monday, Oct. 5 (7:30 to 9 p.m. EDT).

Steve Franken, Joyce Bulifant, and Don Galloway star in the "Tom, Dick and Mary" sequence. Larry Dobkin is directing the first story, which was written by Richard Baer. Joel Kane is the producer.

Production of "Karen" and "Harris Against the World" -- the other two portions of the series -- will begin later this month according to executive producer Joe Connelly. The series is being filmed at Universal City Studios.

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'KENTUCKY JONES' NOW BEFORE THE CAMERAS

NBC-TV's new family situation comedy series, "Kentucky Jones" -- starring Dennis Weaver in the title role and co-starring Harry Morgan and Rickey Der -- started production this week at Desilu Studios, Culver City, Calif.

Executive producer Buzz Kulik is directing the segment, "The First Day," written by Albert Beich, from a story by Beich and William H. Wright, co-creators of the series.

The series will premiere Saturday, Sept. 19 (8:30-9 p.m. NYT).

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NBC-New York, 7/1/64

PRODUCTION STARTED ON 4TH SEASON OF 'DR. KILDARE' HOURS

Suzy Parker, Barry Nelson, Jules Munshin Guest-Star

In First Episode Before Cameras

Filming started this week at MGM-TV for the fourth season of NBC-TV's "Dr. Kildare" series, starring Richard Chamberlain and Raymond Massey (Thursdays, 8:30-9:30 p.m. NYT).

Guest-starring in the first episode to be filmed, titled "Maybe Love Will Save My Apartment House," are Suzy Parker, Barry Nelson and Jules Munshin. Air date will be announced.

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NBC-New York, 7/1/64



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

July 2, 1964

GOVERNOR SCRANTON TO BE INTERVIEWED IN FULL-HOUR PROGRAM OF 'MEET THE PRESS' ON CONVENTION EVE

In keeping with past practice at national political conventions, NBC News has extended "Meet the Press" to a full hour Sunday, July 12, the eve of the Republican national convention, when Governor William W. Scranton of Pennsylvania will be the guest.

Senator Barry Goldwater of Arizona, as well as Governor Scranton, had accepted an invitation to appear on the program, and the interviews were announced recently on "Meet the Press." However, after the announcement, Senator Goldwater canceled his appearance.

"Meet the Press" now plans to devote the full hour to an interview with Governor Scranton (NBC-TV Network live telecast, in black and white, 5:30-6:30 p.m. EDT; NBC Radio Network broadcast 6:05-7 p.m. EDT). Should Senator Goldwater also decide to participate July 12, a half-hour of the "Meet the Press" program will be made available to him as originally planned and scheduled.

James Reston of The New York Times, Vermont Royster of The Wall Street Journal, Sander Vanocur of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press," will interview Governor Scranton. Edwin Newman of NBC News will be the moderator.

The program will originate from NBC's studios in the St. Francis Hotel in San Francisco.

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NBC NEWS ELECTION YEAR '64

July 2, 1964

'TODAY' STAFF BEGINS BIG CROSS-COUNTRY MOVE
FOR COVERAGE OF REPUBLICAN CONVENTION

The first contingent of NBC-TV's "Today" staff has arrived in San Francisco, starting one of the biggest cross-country moves of personnel for a single television series to cover the Republican national convention.

"Today" stars Hugh Downs, Jack Lescoulie, Frank Blair and Maureen O'Sullivan will head a staff of 50, including producers, directors, writers, researchers, production assistants and engineering crews, who will be in San Francisco for the "Today" telecasts. The same staff later will go to Atlantic City, N.J., for the program's coverage of the Democratic national convention, which starts Aug. 24.

Some members of the "Today" staff are already in San Francisco to prepare half-hour pre-convention reports, including interviews with important political personalities, the week of July 6-10.

During the week of the convention, starting July 13, the program (7-9 a.m. EDT) will originate live from the lobby of the Hilton Hotel, the Republican Party headquarters hotel.

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Downs, Lescoulie and Miss O'Sullivan will report from the Hilton Hotel, and Blair from the Cow Palace, site of the convention.

"As the first network news program of the day," said producer Al Morgan, "'Today' will be able to cover developments that take place after the evening sessions end. Members of our staff will be working around-the-clock to provide this coverage."

Plans call for taped highlights of each session to be presented on "Today" the following morning. In addition, after each session, "Today" will take over NBC News' television facilities at the Cow Palace to tape interviews with key newsmakers for telecast the next morning. NBC News correspondents at the convention will conduct these interviews.

"Today" will set up its own news desk in San Francisco to assign members of its staff to cover the activities of Senator Barry Goldwater, Governors William W. Scranton and Nelson A. Rockefeller, former Vice President Richard M. Nixon and former Ambassador Henry Cabot Lodge. Important state delegations also will be covered. Other staff members will prepare feature stories on behind-the-scene activities at the convention and about San Francisco.

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NBC-New York, 7/2/64

NBC TRADE NEWS

July 2, 1964

MORE THAN A SCORE OF TV EDITORS AND COLUMNISTS WILL BE FLOWN TO SAN FRANCISCO FOR NBC CLOSED-CIRCUIT MEETING WITH CHET HUNTLEY AND DAVID BRINKLEY, THEN TO LOS ANGELES FOR OTHER INTERVIEWS

More than a score of TV editors and columnists from across the country will be flown to San Francisco Tuesday, July 7 to take part in a closed-circuit TV press conference with NBC News' Chet Huntley and David Brinkley.

The interview will take place in San Francisco's Cow Palace, site of the Republican convention which begins July 13. Newspapermen around the country will be invited to view the question-and-answer session in studios of NBC's more than 200 affiliated stations which will receive the telecast.

The interview with Huntley and Brinkley, who will anchor NBC News' coverage of the GOP Convention, will be taped Tuesday and beamed via the closed circuit to the affiliated stations on Wednesday, July 8 (noon to 1 p.m. NYT).

After the interview, the group of TV newsmen will be flown to Los Angeles for interviews with NBC-TV stars and producers, with visits to the studios of Universal-Revue, Four Star and Desilu, all production firms with programs on NBC-TV during 1964-65.

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NBC COLOR TELEVISION NEWS

July 2, 1964

BOB HOPE 'CHRYSLER THEATRE' SERIES TO PRESENT FIRST ORIGINAL
TELEVISION DRAMA WRITTEN BY NOTED PLAYWRIGHT WILLIAM INGE

Other Originals on 1964-65 Color Series to be Written
By Rod Serling and Stirling Silliphant

The first drama written especially for television by noted playwright William Inge will be a highlight of the "Bob Hope Presents the Chrysler Theatre" color series during NBC-TV's 1964-65 season. Inge is the author of "Come Back, Little Sheba," "Picnic," "Bus Stop," and "The Dark at the Top of the Stairs," which scored on stage and screen.

Titled "Out on the Outskirts of Town," Inge's full-hour play will be directed by Frank Corsaro, making his TV directorial debut. Corsaro has staged such Broadway productions as "Night of the Iguana" and "Hatful of Rain." He currently is directing Broadway's "Baby Want a Kiss," starring Paul Newman and Joanne Woodward.

Dick Berg, executive producer of the "Chrysler Theatre" series, said he will personally supervise the Inge segment, which is scheduled to go before the cameras this Summer.

Berg also announced that Rod Serling and Stirling Silliphant have been signed to write original dramas for the 1964-65 season. Serling's drama will be "Sky Revisited," based on his own experiences as a paratrooper during World War II, and Silliphant will write "Murder in the First," also based on a documented incident.

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Serling won an Emmy Award this year for his previous "Chrysler Theatre" adaptation of the John O'Hara story, "It's Mental Work." He also wrote three originals -- "A Killing at Sundial," "A Slow Fade to Black" and "The Command" -- for the series' 1963-64 season. Silliphant was represented on last season's "Chrysler Theatre" with his adaptation of the Carson McCullers story, "The Sojourner."

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NBC-New York, 7/2/64



NBC NEWS ELECTION YEAR '64

July 2, 1964

HOW THEY RELISH TO EMBELLISH

This is the third and last in NBC News correspondent Edwin Newman's series of broadcasts on NBC Radio's "Emphasis" dealing with the language to be expected at the national political conventions. He will be floor reporter at the Republican National Convention in San Francisco.

In our consideration of convention language, we have reached the roll calls, which bring forth the greatest expressions of state pride. It is possible for the chairman of a delegation to say merely that his state casts so many votes for so and so, and occasionally that does happen. Some chairmen merely say that their states proudly cast, or are proud to cast, so many votes for so and so. Beyond this, the embellishments begin.

Some states couple their pride with another emotion, so that at the Republican convention in Chicago in 1960, Michigan was extremely proud and honored; Minnesota felt pride and satisfaction, and New Jersey pride and enthusiasm; while the Virgin Islands did its voting proudly and unanimously, which was easy because it had only one delegate.

It is not unheard of for states that cast their votes proudly also to try unabashedly to drum up a little business en route. Thus, Arkansas may recommend its razorback hogs; Idaho its potatoes; and

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Kansas its wheat. At Chicago in 1960, five states competed for tourists -- Minnesota as the land of 10,000 lakes; Colorado as colorful Colorado; Vermont as the eastern vacation capital; Michigan as the water wonderland and the arsenal of democracy, to boot; and New Hampshire as the scenicland of America.

Some states boasted about their worth to the Republican party. Vermont noted that it had voted Republican for 104 years, Illinois that a hundred years before it had been the state of Abraham Lincoln, North Dakota that it was traditionally Republican, and Virginia that it went for Eisenhower in 1952 and '56.

Mississippi was on sound ground as the home of two past Miss Americas, though that provoked a crushing reply from Utah, the home of Miss Universe. Another rivalry pitted Puerto Rico, "a bulwark against Communism in the troubled waters of the Caribbean Sea," against the Virgin Islands, "your pearls in the Caribbean and America's tropical playground."

Ohio boasted that it was the native state of Richard Nixon's father; and Nevada that it was the native state of Richard Nixon's wife; and Oregon outflanked both of them by being a neighbor of Richard Nixon's native state, California.

Finally, there were claims hard to classify. Washington was the only state in the union named after George Washington; the District of Columbia, obviously desperate, was the place where the White House is located; Wyoming pointed with pride to its record in granting legal equality to women; Delaware was "the first state to ratify the Constitution"; and Missouri, staking all on one desperate throw, was "the state with everything."

That ends this series designed to toughen the listener for the convention language to come. You know what to expect. Good luck to you all.

CORRECTION FOR NBC RADIO'S CONVENTION COVERAGE

"Convention Preview" will be broadcast on the NBC Radio Network Sunday, July 12, 9-10 p.m. EDT. Time was incorrectly listed as 10-11 p.m. EDT in the NBC Daily News Report dated 7/1/64.

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NBC-New York, 7/2/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

CREDITS AND ROSTERS FOR 35TH ALL-STAR BASEBALL GAME
ON NBC-TV (IN COLOR) AND NBC RADIO JULY 7

Date and Time: NBC-TV and NBC Radio Networks, Tuesday,
July 7 at 12:45 p.m. EDT -- 15 minutes
before game time. TV coverage in color.

Program Summary: 35th All-Star Baseball Game at Shea Stadium, New York. Six color TV cameras will be used for the coverage: two in press box behind home plate, two at press-box level behind first and third bases, one behind home plate at ground level, one on platform in back of center field fence. A black-and-white TV camera will be used in studio beneath stands for superimposing names and scoreboard on TV screen. This is 19th All-Star classic to be covered by NBC-TV, which has covered every year since 1950 (including four years with two games), and fifth straight game to be colorcast. NBC Radio has covered every year since 1957.

Series Record: American League has won 17 games, National League has won 15 games, and there has been one tie. National League won last year, 5-3.

TV commentators: Lindsey Nelson and Buddy Blattner.

Radio commentators: Blaine Walsh and Dan Daniels.

TV producer: Lou Kusserow.

TV director: Harry Coyle.

Radio director: Len Dillon.

Sponsors (and agencies): Gillette Safety Razor Company (Maxon Inc.)
and Chrysler Corporation (Young & Rubicam)

NBC Press representative: Bob Goldwater (New York).

ROSTERS COMPLETED FOR ALL-STAR GAME

Pitchers and reserves have been selected by managers Walter Alston of the National League and Al Lopez of the American League to complete the 25-man squads for the 1964 All-Star Game at New York's Shea Stadium Tuesday, July 7 (NBC-TV colorcast and NBC Radio 12:45 p.m. EDT). Here are the full rosters (* indicates starters picked in the player poll):

AMERICAN LEAGUE

Dean Chance (Los Angeles)
 Whitey Ford (New York)
 Jack Kralick (Cleveland)
 Gary Peters (Chicago)
 Juan Pizarro (Chicago)
 Dick Radatz (Boston)
 Camilo Pascual (Minnesota)
 John Wyatt (Kansas City)

NATIONAL LEAGUEPitchers

Jim Bunning (Philadelphia)
 Don Drysdale (Los Angeles)
 Dick Ellsworth (Chicago)
 Dick Farrell (Houston)
 Sandy Koufax (Los Angeles)
 Juan Marichal (San Francisco)
 Chris Short (Philadelphia)

Catchers

*Elston Howard (New York)
 Bill Freehan (Detroit)

*Joe Torre (Milwaukee)
 Smoky Burgess (Pittsburgh)
 John Edwards (Cincinnati)

Infielders

*Bob Allison (Minnesota)
 *Bobby Richardson (New York)
 *Jim Fregosi (Los Angeles)
 *Brooks Robinson (Baltimore)
 Luis Aparicio (Baltimore)
 Jerry Lumpe (Detroit)
 Frank Malzone (Boston)
 Joe Pepitone (New York)
 Norm Siebern (Baltimore)

1b *Orlando Cepeda (San Francisco)
 2b *Ron Hunt (New York)
 ss *Dick Groat (St. Louis)
 3b *Ken Boyer (St. Louis)
 Leo Cardenas (Cincinnati)
 Bill Mazeroski (Pittsburgh)
 Ron Santo (Chicago)
 Bill White (St. Louis)

Outfielders

*Harmon Killebrew (Minnesota)
 *Mickey Mantle (New York)
 *Tony Oliva (Minnesota)
 Jimmie Hall (Minnesota)
 Chuck Hinton (Washington)
 Al Kaline (Detroit)

1f *Billy Williams (Chicago)
 cf *Willie Mays (San Francisco)
 rf *Roberto Clemente (Pittsburgh)
 Hank Aaron (Milwaukee)
 John Callison (Philadelphia)
 Curt Flood (St. Louis)
 Willie Stargell (Pittsburgh)

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NBC-New York, 7/2/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

July 6, 1964

HUMBLE OIL TO SPONSOR NBC NEWS COLOR SPECIAL,
"A WORLD'S FAIR DIARY WITH EDWIN NEWMAN"

NBC News correspondent Edwin Newman will present his personal report on the New York World's Fair in a full-hour NBC News color special Thursday, July 30 on the NBC-TV Network (10-11 p.m. EDT).

Entitled, "A World's Fair Diary with Edwin Newman," the filmed program will be produced by Gerald Green. It will be sponsored by the Humble Oil and Refining Co. (through McCann-Erickson of Houston).

Newman, whose wit as narrator of past NBC News specials has won him critical praise, will visit some of the pavilions, restaurants and amusements at the Fair, which is a major tourist attraction for visitors from across the United States and abroad.

Newman will offer his own advice for Fair-goers, based on his own tour of the Fair grounds, and also will cover some Fair sidelights, including a sequence on how people pass the time while waiting on lines.

Recently, Newman was narrator on the NBC News special, "Orient Express," which followed the historic train on its many travels. Other NBC-TV specials on which he has appeared include "California: The Most," "Japan: East Is West" and "Viet Nam: Last Chance." He has also narrated several documentaries on WNBC-TV's "New York Illustrated" series. He is special features editor on NBC-TV's "Sunday" and is a regular contributor to NBC Radio's "Emphasis."

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July 6, 1964

BOOM FOR BOONE

GIGANTIC MERCHANDISING CAMPAIGN FOR 'DANIEL BOONE'

SERIES UNDER WAY ALMOST 3 MONTHS BEFORE PREMIERE

Television's biggest promotion campaign since the days of "Davy Crockett" will give full merchandising treatment to the new NBC-TV series, "Daniel Boone," nearly three months before the show premieres (Thursday, Sept. 24, 7:30-8:30 p.m. NYT), it was announced by Norman Lunenfeld, Manager of Merchandising, NBC Enterprises.

"A wide selection of merchandise tied in with NBC-TV's new adventure series will be on the shelves of retail stores and supermarkets almost three months before the program begins," Mr. Lunenfeld said.

Buyers for retail chains and supermarkets will get a preview showing of the merchandise and the program at 3 p.m. on July 16 at the Johnny Victor Theatre in New York. A full line of merchandise is already in production.

To date, licenses have been signed for Daniel Boone tee shirts, pajamas, sweat shirts, toy forts and soldiers, toy replicas of such frontier vehicles as wagons and canoes, Indian tepees, dolls' frontier jacket and trousers, a Daniel Boone hat, a replica of the Kentucky long rifle that fires caps, bubble gum with frontier trading cards, action skill games, and a Daniel Boone lunch kit complete with Thermos bottle.

(more)

Franchises have already been negotiated for what is likely to be television's most popular fan club, the Daniel Boone Trailblazers Club. Western Printing Company, which publishes a variety of children's comic books, has already started printing membership blanks for the club in all of its comic books, including the new "Daniel Boone" book.

The campaign will get strong support from "Daniel Boone" in the person of Fess Parker, who portrays the title character in the NBC-TV series. Parker, incidentally, was TV's "Davy Crockett" a few years ago in the series of that name.

This is the first time that a merchandising campaign based on a television program has been inaugurated this far in advance of its premiere, Mr. Lunenfeld said. "Enthusiasm for the Boone image and its impact in the promotional field is already at fever pitch," he added, "and every indication is that its success will quickly assume record proportions."

Mr. Lunenfeld indicated that interest among buyers is already so high that the July 16 preview will probably be followed by several others to accommodate everyone.

Product Associates Inc. has been designated by NBC as merchandising consultants for the "Daniel Boone" promotion. The firm will handle a wide variety of point-of-purchase displays designed to promote premiums, merchandise and membership in the Daniel Boone Trailblazers Club.

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NBC-New York, 7/6/64



NBC NEWS ELECTION YEAR '64

July 6, 1964

RAY SCHERER AND NANCY DICKERSON TEAMED
BY NBC NEWS FOR CONVENTION COVERAGE

NBC News correspondents Ray Scherer and Nancy Dickerson will work as a team covering the Republican and Democratic conventions for NBC News, it was announced by William R. McAndrew, Executive Vice President in charge of NBC News.

In their new assignments, they will augment the activities of NBC News' veteran convention reporters headed by anchormen Chet Huntley and David Brinkley. In San Francisco, the Scherer-Dickerson team will report from the Republican Party headquarters at the Hilton Hotel and cover various convention news features for NBC News.

Scherer and Mrs. Dickerson first worked together as a team during NBC News' Washington coverage of events following the death of President John F. Kennedy. In subsequent months, they have appeared together and individually as reporters on the NBC News "Sunday" program, and as a team on "Today" interviewing leading political figures.

Ray Scherer became NBC News' Congressional correspondent in mid-Summer, 1963, after 10 years as White House correspondent. During his White House assignment, he had covered the activities of Presidents Truman, Eisenhower and Kennedy.

A graduate of Valparaiso University in Indiana, he has a master's degree in political science from the University of Chicago.

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He was a reporter and feature writer on the Fort Wayne (Ind.) Journal-Gazette, home-town paper, before he joined NBC News in Washington in 1947. He served as news editor and covered Congress and the Pentagon, then took on the White House assignment in 1953, after covering the Eisenhower and Stevenson campaigns.

Mrs. Dickerson joined NBC News in May, 1963. Her news career began in 1954 when she joined CBS News in Washington as producer and associate producer for a number of public affairs programs. She became a correspondent in 1960, her initial assignments being the Presidential campaign and election. The following Spring, she was one of the reporters who accompanied the then Vice President Lyndon B. Johnson on a 'round-the-world tour.

Mrs. Dickerson was born in Wauwatosa, Wis., and was graduated from the University of Wisconsin, where she had majored in languages. She took graduate work at Harvard, then spent two years teaching school in Milwaukee before she went to Washington.

In recent months, Mrs. Dickerson scored two impressive broadcasting firsts. In January, she was granted the first extensive television interview with Mrs. Lyndon B. Johnson since she became the nation's First Lady, and in May she broke the story that the pilot of a San Francisco-bound airliner that crashed had been shot. Previously, her NBC News reporting on the Kennedy assassination had brought her the "Woman of the Year" award in the annual All-American Awards Poll by Radio-TV Daily.

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NBC-New York, 7/6/64



NBC NEWS ELECTION YEAR '64

July 6, 1964

MRS. H. B. SMITH OF MISSISSIPPI, PULITZER PRIZE WINNER, TO COVER
STATE'S DELEGATION AT GOP CONVENTION FOR NBC NEWS

NBC News will have 30 reporters -- including a 1964 Pulitzer Prize winner -- covering the activities of the state delegations at the Republican national convention.

Mrs. Hazel Brannon Smith, editor and publisher of the Lexington (Miss.) Advertiser, won the journalism award this year for her editorials advocating reason in her state's dealings with the integration issue. For NBC News in San Francisco, Mrs. Smith will cover the Mississippi delegation.

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NBC NEWS ELECTION YEAR '64

July 6, 1964

HUNTLEY (USUALLY IN N.Y.) AND BRINKLEY (D.C.)

REPORT TOGETHER FROM S.F. CONVENTION SITE

Chet Huntley and David Brinkley, who usually share the screen but not localities on NBC-TV's "Huntley-Brinkley Report," are doing both this week and next. The Monday-through-Friday half-hour world news roundup is originating beginning today (July 6) from the site of the Republican National Convention, the San Francisco Cow Palace. Usually, Huntley is in New York and Brinkley in Washington.

Eliot Frankel, the series' regular producer for Europe, is serving as the program's producer during the San Francisco originations. He is substituting for Reuven Frank, executive producer of the "Huntley-Brinkley Report," who is serving as executive producer of NBC News' convention coverage.

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July 6, 1964

REVISED TIMES FOR CLOSED-CIRCUIT PRESS CONFERENCE

WITH NBC NEWS' CHET HUNTLEY AND DAVID BRINKLEY

The closed-circuit television press conference with NBC News' Chet Huntley and David Brinkley at San Francisco's Cow Palace, will be sent to affiliated stations Wednesday, July 8 at the following times: "A" Network: 5:15-6:15 p.m. NYT; "B" Network: 6:15-7:15 p.m. NYT; "C" Network: 4-5 p.m. PDT. In New York City only, it will be shown from 12 noon to 1 p.m. NYT. This is a revision of the previously announced time.

More than a score of TV editors and columnists, flown from across the country, will take part in this closed-circuit press conference, which will be taped Tuesday, July 7. In addition, newspapermen around the country will be invited to view the question-and-answer session in studios of NBC's more than 200 affiliated stations.

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JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

July 7, 1964

TELEVISION PRODUCER SHELDON LEONARD SIGNS NBC PROGRAM AGREEMENT;
TO START WITH 1965-66 FULL-HOUR COMEDY-ADVENTURE SERIES BASED
ON INTELLIGENCE AGENT WHO ROAMS WORLD AS A TENNIS PLAYER

Sheldon Leonard, one of Hollywood's most successful producers of television series, has entered into a program agreement with the National Broadcasting Company, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network. Mr. Werner said Mr. Leonard's first production will be a full-hour comedy-adventure series for telecast on the network during the 1965-66 season.

Mr. Leonard, one of Hollywood's most creative TV producers, has many noteworthy production credits, including "The Bill Dana Show" and the Dick Van Dyke, Danny Thomas, and Andy Griffith series.

The new series, for which the title and cast will be announced, will concern the comedy-adventures of an intelligence agent who roams the world, posing as a tennis player, and makes a career of being in glamorous places. He is accompanied by a trainer-companion, who actually is a part of the intelligence agency team. Backgrounds will be filmed in whichever countries the stories are set.

Mr. Leonard has long felt that television producers have neglected foreign locations as settings for program series. During the past two years, he has traveled to Hong Kong, Singapore, Tokyo, the Near East and other areas of the world to select background locations for the new NBC-TV production.

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NBC TRADE NEWS

July 6, 1964

'WHO GOES THERE?--A PRIMER ON COMMUNISM' TO BE REPEATED

Award-Winning NBC News Program to Be Telecast Aug. 4

"Who Goes There? -- a Primer on Communism," the award-winning NBC News program examining the basic concepts of Communism, will be repeated on the NBC-TV Network Tuesday, Aug. 4 (10-11 p.m. EDT).

It will be sponsored by the Humble Oil and Refining Co. (through McCann-Erickson of Houston).

Originally telecast on March 1, 1963, the program has received numerous distinguished awards, the most recent being the highest Vigilant Patriot Award for "its contribution to public understanding of the Communist threat to free societies." Earlier, it had received the 1963 Vigilant Patriot Recognition Award "in recognition of outstanding public service in bringing accurate, responsible information about Communism and ways to combat it to the American people." The awards were presented by the All-American Conference to Combat Communism.

"Who Goes There? -- a Primer on Communism" was one of four NBC News programs during the 1962-63 season dealing with the challenge of Communism to the free world. All four programs were part of the series titled "Profile of Communism."

"Who Goes There?" considers the question, "What Is Communism?" and covers four basic stages of development:

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ideology, revolution, totalitarianism and imperialism.

Events which shaped the doctrine of Communism are illustrated through the use of film, some dating back to 1905, and still photographs.

NBC News correspondent Robert Abernethy is both narrator and writer of the full-hour special. It was produced by Robert Northshield, who is now General Manager of NBC News.

NBC-TV PROGRAM HIGHLIGHT AUG. 4

"Who Goes There?--a Primer on Communism":
Repeat telecast of award-winning program on
the basic concepts of Communism. Robert
Abernethy is narrator.

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NBC-New York, 7/6/64



NBC NEWS ELECTION YEAR '64

July 7, 1964

ULTRA-SWIFT RETURNS TAKING SOCIAL GLEE OUT OF ELECTION NIGHT?

DAVID BRINKLEY POSES QUERY--AND ANSWERS IT--IN LOOK MAGAZINE

Are computers, opinion polls, and ultra-swift reporting of election results by radio and television taking the social fringe benefits out of Election Night? NBC News' David Brinkley explores the question in the current issue of Look magazine in an article titled, "Elections Are No Fun Anymore."

Citing the "good old days" before electronic age voting machines, tabulators, and the like came into play, Brinkley recalls the little rituals invented by voters to pass the time until clerks could count the ballots and total up the results -- such as gathering on the courthouse lawn for a picnic lunch or a post-election bull session, or stocking the refrigerator with inviting victuals for a long night's vigil in front of the radio or TV set.

"If the returns came much faster," Brinkley concedes, "all these standard rituals would disappear. And the blurry images left over from our election nights would not be of people winning or losing, but of computers sitting there humming, clicking and grinning at their speed in giving us the result, whether we were ready or not. I think this would be a loss."

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"But the polls don't all have machines," Brinkley points out, "and they don't all close simultaneously, and won't, and there is no reason why they should. Their purpose still is to give the people a convenient chance to get in there behind the curtain and have their say. And in national elections -- as opposed to state primaries -- the spread in time zones still assures that whatever hurtling speed the tabulators and computers may achieve, it is still going to take half the night, plenty of time for everybody to win or lose gracefully, as Adlai Stevenson did in 1952, when he had time before he conceded to think up that utterly perfect Lincoln anecdote: 'He said he felt like a little boy who had stubbed his toe in the dark...He was too old to cry, but it hurt too much to laugh.'"

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NBC-New York, 7/7/64



NBC NEWS ELECTION YEAR '64

July 7, 1964

SPEED AND EFFICIENCY IN COVERING CONVENTION EVENTS ANYWHERE
IN SAN FRANCISCO PROVIDED BY NBC'S NEW "CRASH" MOBILE UNIT

When the news breaks anywhere in San Francisco during the Republican national convention, NBC News cameras will be there faster and with more mobility than ever before, thanks to a new "crash" mobile unit.

Bearing an outside resemblance to a limousine bus, the unit is a complete transmitting, receiving and recording station on wheels. It can carry seven men.

Going at speeds up to 40 miles an hour, cameramen on the roof can take pictures that can be transmitted, via microwave, back to the main control center at the site of the convention or the pictures can be taped on the spot for future use. At the same time, other cameramen can jump out of the vehicle, take pictures, and beam them to the microwave receiver on the roof where they can be relayed back to the control center.

The new crash unit contains two ultra-portable cameras ("walking TV stations"), a portable television tape recorder, microwave transmitting and receiving equipment, a

(more)

2 - Mobile Unit

video switching system, and all the supplementary audio and communications gear. A 5-kilowatt gasoline generator in the rear of the unit supplies all the power needed to operate the equipment.

The new "crash" unit will be joined in San Francisco by its venerable ancestor, the NBC Cadillac unit which has been pressed into mobile TV action ever since the national political conventions of 1952. Although less versatile than its successor, the NBC Cadillac can still move with considerable agility to the scene of breaking news.

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NBC-New York, 7/7/64

NBC TRADE NEWS

July 7, 1964

25,000,000 PEOPLE WILL HAVE SEEN NBC NEWS FILM,

'EVERY FOUR YEARS,' BY TIME GOP SESSIONS OPEN

Closed-Circuit, Affiliate and Community Showings Arranged

"Every Four Years," a 25-minute film review of NBC-TV's coverage of the 1960 conventions and election and a preview of the network's coverage of the upcoming conventions and election, will have been seen by more than 25 million people when the GOP convention opens in San Francisco on Monday (July 13).

The film features Chet Huntley and David Brinkley heading up the award-winning NBC News team. NBC News correspondent Frank McGee narrates the film.

The film has been shown, via closed-circuit TV to the network's more than 200 affiliated TV stations for local audiences composed of TV editors, feature writers and columnists.

In addition, more than 50 NBC-TV affiliated stations acquired prints for on-the-air showings and screenings before educational groups, women's organizations, chamber of commerce officials, veterans' groups, political clubs and special civic functions.

"Every Four Years" was produced by NBC News and distributed by the NBC Promotion Department.

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NBC TELEVISION NETWORK NEWS

July 7, 1964

— NBC-TV NETWORK PRIME-TIME PROGRAM SCHEDULE —

— For 1964-65 Season —

SUNDAYS

6:30-7:30 p.m. PROFILES IN COURAGE -- dramatizations, many of which are based on figures in the late President John F. Kennedy's best-selling book "Profiles in Courage." Each drama deals with an outstanding example of moral courage on the part of an American public figure.
(Premiere Nov. 8.)

7:30-8:30 p.m. WALT DISNEY'S WONDERFUL WORLD OF COLOR -- color series of cartoons, nature-adventures and dramas.
(New season starts Sept. 20.)

8:30-9 p.m. THE BILL DANA SHOW -- the comic adventures of hotel bellhop Jose Jimenez (Bill Dana). Jonathan Harris plays hotel manager Mr. Phillips, and Gary Crosby is featured as Eddie, Jose's friend and co-worker.
(New season starts Sept. 20.)

9-10 p.m. BONANZA -- color series of events in the lives of the Cartwrights, who run the vast Ponderosa Ranch. Ben Cartwright's (Lorne Greene) sons are Adam (Pernell Roberts), Hoss (Dan Blocker) and Little Joe (Michael Landon). (New season starts Sept. 20.)

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10-11 p.m. THE ROGUES -- new suspense drama series in the Raffles tradition. The principal characters are members of two related families of well-mannered international forgers and con men -- the Flemings and the St. Clairs. Heading the American, English and French contingents of the clan are, respectively, Tony Fleming (Gig Young), Alec Fleming (David Niven) and Marcel St. Clair (Charles Boyer). Featured regulars are Gladys Cooper (as Margaret St. Clair) and Robert Coote (as Timmy St. Clair). (Premiere Sept. 13.)

MONDAYS

7:30-9 p.m. 90 BRISTOL COURT -- three new, separate but related half-hour family comedies: "Karen," starring Debbie Watson, Richard Denning and Mary La Roche; "Tom, Dick and Mary," starring Don Galloway, Steve Franken and Joyce Bulifant; and "Harris Against the World," starring Jack Klugman and Patricia Barry. The three families live at 90 Bristol Court, an apartment motel in Southern California. (Premiere Oct. 5.)

9-10 p.m. THE ANDY WILLIAMS SHOW -- music and variety starring Andy Williams with guest stars. Jonathan Winters will be a guest on six of the Andy Williams shows, and will star in his own comedy-variety program, THE JONATHAN WINTERS SHOW, in this time period on six dates. Both series will be telecast in color. (The first "Andy Williams Show" -- Oct. 5. The first "Jonathan Winters Show" -- Nov. 9.)

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10-11 p.m. THE ALFRED HITCHCOCK HOUR -- new series of suspense dramas featuring noted stars, and the distinctive in-person Hitchcock introductions that combine the elements of suspense and humor. (Premiere Oct. 5.)

TUESDAYS

7:30-8:30 p.m. MR. NOVAK -- dramas involving the faculty and students of Jefferson High School. James Franciscus stars in the title role of an English teacher. Dean Jagger co-stars as Principal Albert Vane. Phyllis Avery plays Vice Principal Ruth Wilkinson. (New season starts Sept. 22.)

8:30-9:30 p.m. THE MAN FROM U.N.C.L.E. -- new drama series starring Robert Vaughn as Napoleon Solo, the suave steel-muscled agent of U.N.C.L.E., a super-secret organization dedicated to world peace. Leo G. Carroll co-stars as Mr. Waverly, head of the organization. David McCallum is featured. (Premiere Sept. 22.)

9:30-10 p.m. THAT WAS THE WEEK THAT WAS -- a satirical review of social and political events. The series will be broadcast in color when it starts its new season Sept. 22.

10-11 p.m. BELL TELEPHONE HOUR" alternating with NBC NEWS SPECIALS -- The "Bell Telephone Hour" will begin a new series of color musical programs Oct. 6. On alternate Tuesdays, NBC News will present special programs -- some in color -- on various topics. The first of these will be telecast Sept. 22.

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WEDNESDAYS

7:30-9 p.m. THE VIRGINIAN -- Western drama series in color based on stories from Owen Wister's classic "The Virginian." Lee J. Cobb stars as Judge Henry Garth. James Drury co-stars in the title role. Regular cast members include Clu Gulager, Doug McClure, Randy Boone and Roberta Shore. (New season starts Sept. 16.)

9-11 p.m. WEDNESDAY NIGHT AT THE MOVIES -- a new collection of MGM and Paramount high-budget motion pictures, the majority in color. The films have never before been seen on television. (Premiere Sept. 16.)

THURSDAYS

7:30-8:30 p.m. DANIEL BOONE -- Fess Parker stars as America's foremost frontiersman in new series. Stories are set during the Colonial and American Revolutionary periods. Albert Salmi, Ed Ames, Pat Blair, Veronica Cartwright, Darby Hinton and Bobby Horan have continuing roles. (Premiere Sept. 24.)

8:30-9:30 p.m. DR. KILDARE -- Dr. Kildare (Richard Chamberlain) and Dr. Gillespie (Raymond Massey) continue in their posts at Blair Hospital. Prominent guest stars appear in each drama. (New season starts Sept. 24.)

9:30-10 p.m. HAZEL -- as Hazel, Shirley Booth continues as "boss" of the Baxter household. Don DeFore, Whitney Blake and Bobby Buntrock play George, Dorothy and Harold Baxter. In color. (New season starts Sept. 17.)

(more)

10-11 p.m. KRAFT SUSPENSE THEATRE -- the mystery-drama colorcast series will be pre-empted on seven dates by PERRY COMO'S KRAFT MUSIC HALL, music-variety specials starring Perry with prominent guest stars. (New season for "Kraft Suspense Theatre" starts Oct. 1. The first of the "Perry Como's Kraft Music Hall" specials is set for Oct. 29.)

FRIDAYS

7:30-8:30 p.m. INTERNATIONAL SHOWTIME -- programs by great circuses, ice shows, aquacades and variety programs of Europe, Japan, Canada and Latin America. Don Ameche is host. (New season starts Sept. 25.)

8:30-9:30 p.m. BOB HOPE PRESENTS THE CHRYSLER THEATRE and CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL. -- Interspersing the "Chrysler Theatre" color drama series will be five Bob Hope comedy specials, two comedy-dramas starring Bob Hope, and Hope's annual Christmas Show for U. S. servicemen. (The season starts Sept. 25, when "Chrysler Presents a Bob Hope Comedy Special.")

9:30-10 p.m. THE JACK BENNY SHOW. -- The celebrated comedy star and his cast -- Eddie "Rochester" Anderson, Dennis Day and Don Wilson -- come to NBC-TV starting Sept. 25.

10-11 p.m. THE JACK PAAR PROGRAM -- music, comedy and conversation starring Jack Paar with guest stars. Jose Melis is music director. In color. (New season starts Sept. 25.)

(more)

SATURDAYS

7:30-8 p.m. FLIPPER -- new adventure series about underwater ranger Porter Ricks (Brian Kelly), his two sons Sandy (Luke Halpin) and Bud (Tommy Norden) and their friend and playmate, a dolphin named Flipper. In color. (Premiere Sept. 19.)

8-8:30 p.m. THE FAMOUS ADVENTURES OF MR. MAGOO -- new color series of animated dramatizations starring cartoon character Mr. Magoo in famous tales of derring-do including "The Three Musketeers," "Robin Hood," "Treasure Island" and "Dr. Jekyll and Mr. Hyde." Jim Backus is the voice of Mr. Magoo. In color. (Premiere Sept. 19.)

8:30-9 p.m. KENTUCKY JONES -- new comedy series set against the colorful background of the sport of kings. Dennis Weaver stars in the title role as a veterinarian and former horse trainer who reluctantly adopts Dwight Eisenhower Wong (Ricky Der), a 10-year-old Chinese boy. Harry Morgan co-stars. (Premiere Sept. 19.)

9 p.m. to conclusion SATURDAY NIGHT AT THE MOVIES -- television debuts of prestige Paramount and Metro-Goldwyn-Mayer films, more than half of which are in color. (New season starts Oct. 3.)

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NBC-New York, 7/7/64

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

July 8, 1964

HELENE CURTIS BUYS INTO EIGHT NBC-TV
PRIME-TIME PROGRAMS FOR 1964-65

Helene Curtis Industries has purchased sponsorship in eight NBC-TV prime-time programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "90 Bristol Court," "The Andy Williams Show," "The Alfred Hitchcock Hour," "Mr. Novak," "That Was the Week That Was," "The Virginian," "Wednesday Night at the Movies" and "Saturday Night at the Movies."

The Helene Curtis order was placed through McCann-Erickson.

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OM THE NATIONAL BROADCASTING COMPANY

erty Rockefeller Plaza, New York, N. Y. 10020

July 8, 1964

VARIETY ARTICLE ON ROBERT E. KINTNER BY GEORGE ROSEN
IS PLACED IN THE CONGRESSIONAL RECORD
BY REPRESENTATIVE FRED B. ROONEY

An article in the June 17 issue of Variety about the broadcasting career of Robert E. Kintner, President of the National Broadcasting Company, has been inserted in the Congressional Record by Representative Fred B. Rooney (D.-Pa.).

Written by Variety's Television Editor, George Rosen, the article traced the successful two-decade broadcasting career of Mr. Kintner.

Congressman Rooney represents the Stroudsburg, Pa., area where Mr. Kintner lived as a young man. Introducing the Variety article, Representative Rooney said:

"Mr. Rosen is a highly respected writer on affairs related to the entertainment world and mass media. Since the subject of his article is one of the most brilliant spokesmen the broadcasting industry has ever had, I would have found it interesting and informative.

"But the fact that it concerns the career of Robert Kintner, President of the National Broadcasting Company and a native of Stroudsburg, Pa., in my district, makes it especially meaningful to me.

"Stroudsburg and Monroe County are deeply proud of Bob Kintner. As a young man growing up in the beautiful Pocono Mountains, he earned a reputation for intelligence and hard work which has marked his entire career...

(more)

"When he left Stroudsburg, he went on to earn fame as a journalist working with Joseph Alsop for the New York Herald Tribune. He is now celebrating his 20th year in broadcasting and those years span the entire history of the great revolution in communications. Robert Kintner, as much as any man in America, has left his stamp upon television and helped it evolve into the tremendous force for human education, enlightenment and entertainment it has become."

Representative Rooney concluded his remarks by saying Mr. Kintner remains one of his district's "most outstanding favorite sons."

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NBC-New York, 7/8/64

NBC TRADE NEWS

July 8, 1964

HUMBLE OIL TO SPONSOR 'GANGES--SACRED RIVER,'

NBC NEWS COLOR SPECIAL

A full-hour NBC News color special, "Ganges -- Sacred River," portraying India's Ganges River and life along its 1560-mile course, will be presented on the NBC-TV Network Tuesday, Sept. 15 (10-11 p.m. EDT). The Humble Oil & Refining Company will be the sponsor, through McCann-Erickson of Houston.

Lou Hazam is producer and writer of the program, a companion-piece to his "River Nile," an NBC News color special which won critical and popular acclaim when first telecast in 1962. It was repeated this year.

The Hazam unit's TV cameras will trace the Ganges, considered sacred by the Hindus, from its source in the Himalayas. "To get to the source area," Hazam said, "the crew had to travel three days by car, one day by jeep, and then walk two days to cover the last 18 miles in the Gangotri glacier area. I doubt if any Americans have ever before been in the source area."

Following the river's course southeast to the Bay of Bengal, the cameras will visit along the way the three holy cities of Hadwar, Allahabad and Benares; Buddh-Gaya, where Buddha meditated and found enlightenment; and Sarnath, where he preached his first sermon.

At Lucknow the cameras will reconstruct the Siege of Lucknow when, in 1857, the mutiny of Indian troops resulted in abolition of the East India Company and led to India's incorporation in the British Empire.

(more)

On the Gangetic plain, the cameras will wander off the river for visits to the Taj Mahal in Agra and to the capital in New Delhi. A montage will show foreign colonial influence in visits to Bandel, former Portuguese colony; Chinsura, former Dutch settlement; and Chandenagore, former French outpost. In contrast to vignettes of village life and river traffic, a montage will depict the life of Calcutta, India's biggest city.

Special features of the program will include sequences devoted to the feeding of sacred fish in the Ganges, a fight between a mongoose and a snake, the Holi festival on the Gangetic plain and the making of rugs at Mirzapur. White tigers, snake charmers and Indian dancers will be seen in other episodes.

Lou Hazam's credits as NBC News producer-writer include "Greece: The Golden Age," "Shakespeare: Soul of an Age," "Vincent Van Gogh: A Self-Portrait," "U.S. #1: American Profile," "American Spectacle" and other hour-long specials. Peter Jeffries is associate producer and researcher of "Ganges -- Sacred River." Bob Donahue is the cameraman.

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NBC-New York, 7/8/64

July 8, 1964

CAPITAL! "TONIGHT SHOW" HOST
IS INVITED TO CARSON CITY

Carson City, Nev., will become "Johnny Carson City, Nev." for a couple of hours on Tuesday, July 14, in honor of the star of NBC's "Tonight Show Starring Johnny Carson" colorcasts (Mondays through Fridays, 11:15 p.m.-1 a.m. EDT).

This is the result of an invitation from Nevada's Governor Grant Sawyer to Carson to visit the capital city which bears the "Tonight" host's name. Carson is currently appearing at the Hotel Sahara in Las Vegas, Nev., during a four-week vacation from his late-night TV show.

Governor Sawyer sent the following message to Carson:

"DEAR JOHNNY, PLEASE ACCEPT MY BEST WISHES FOR A MOST SUCCESSFUL ENGAGEMENT AT THE SAHARA HOTEL IN LAS VEGAS. IF YOUR SCHEDULE PERMITS I WOULD LIKE VERY MUCH TO HAVE YOU JOIN ME FOR LUNCH AT THE GOVERNOR'S MANSION IN CARSON CITY ON TUESDAY, JULY 14TH. SINCE YOUR NAME IS THE SAME AS THAT OF OUR CAPITAL CITY, I FEEL IT IS MOST APPROPRIATE THAT THE TWO OF YOU BECOME ACQUAINTED DURING YOUR STAY IN NEVADA. PLEASE LET ME OR MY OFFICE KNOW BY WIRE IF YOU CAN ACCEPT SO THAT PROPER PLANS CAN BE MADE FOR YOUR ARRIVAL. CORDIALLY,
GRANT SAWYER, GOVERNOR OF NEVADA."

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July 8, 1964

JOHNNY CARSON'S AWAY AND GROUCHO MARX WILL PLAY
AS FILL-IN HOST ON "TONIGHT SHOWS" JULY 27-31

Groucho Marx will serve as host of NBC's "Tonight Show Starring Johnny Carson" colorcasts the week of July 27-31 (Monday through Friday, 11:15 p.m.-1 a.m. EDT). This will be the fourth week of Johnny Carson's vacation from the late-night show.

Other substitute hosts for the program, as announced, include Woody Allen (this current week), Skitch Henderson and Ed McMahon (July 13-17) and Pat Boone (July 20-24).

During his four weeks away from the "Tonight Show," Johnny Carson is headlining a nightclub act at the Hotel Sahara in Las Vegas.



NBC NEWS ELECTION YEAR '64

July 8, 1964

NOTHING IS SURE AT CONVENTION TIME UNTIL FINAL TABULATIONS ARE MADE AND FINAL GAVEL IS SOUNDED, HUNTLEY AND BRINKLEY STATE IN NBC CLOSED-CIRCUIT INTERVIEW IN SAN FRANCISCO

Although Senator Barry Goldwater apparently has a commanding lead in his bid for the Republican Presidential nomination, television viewers can expect considerable activity next week from the San Francisco Cow Palace, in the opinion of NBC News' Chet Huntley and David Brinkley.

In answer to questions from TV editors and columnists during a press conference telecast on a closed-circuit network today (Wednesday, July 8), the co-anchormen of NBC News' coverage of the Republican national convention cautioned that, in politics, and especially at convention time, nothing is sure "until the final tabulations are made and the final gavel is sounded."

Beyond the choice of a Presidential nominee, it was pointed out that there remains the choice of a Vice Presidential nominee and the work of the Platform Committee, especially in its decision on what to do about a civil rights plank.

Replying to a question, Brinkley opined that a likely choice for Goldwater's running mate, if he gets the nomination, would be Representative William E. Miller of New York, chairman of the Republican National Committee.

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Huntley countered with the observation that there is considerable support for Pennsylvania's Governor William W. Scranton as a potential Vice Presidential nominee if he fails to win the Presidential nomination.

As for the Republican platform, Brinkley pointed out that there is still a question of whether or not the party will include a plank condemning the John Birch Society, and noted that news would probably be made outside the confines of the Cow Palace where civil rights organizations were planning demonstrations.

In view of what appears to be some foregone conclusions about the GOP session, do Huntley and Brinkley feel that the activities in San Francisco are being "over-covered" by TV? The answer was no. NBC News will be after one thing: to get the whole story.

"Television is the only communications medium that will be able to get the entire picture," Huntley said. "A political convention was made for TV. We can cover every facet."

Brinkley pointed out that TV at convention time serves another purpose, "as a sort of convention city intercom," where all interested parties can keep track of what the other politicians are doing by watching TV whose facilities include newsgathering equipment at every major point of news in the city.

The closed-circuit press conference was viewed by newspapermen around the country who were invited to see and hear it in studios of NBC's more than 200 affiliated stations which received the telecast.

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NBC-New York, 7/8/64

HUGH DOWNS TO STAR IN SUMMER THEATRE
PRODUCTION OF 'LOVE AND KISSES'

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, will return to the stage this Summer when he stars in the comedy, "Love and Kisses," in Warren and Columbus, Ohio.

Downs will appear in the play in Warren, at the Packard Music Hall, from Aug. 4 through 9. In Columbus the play will be presented at the Veterans' Memorial Auditorium from Aug. 11 through 16.

This will be the fourth Summer Downs has appeared in Summer stock. In 1960 he starred in "Anniversary Waltz" (in Warren) and was in "Under the Yum Yum Tree" in 1961 (in Warren and Columbus) and in 1962 (in Charlotte, N.C.).

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NBC-New York, 7/8/64



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

FOR AUGUST, 1964 (ALL TIMES EDT)

Mondays through Fridays

10:30-10:55 a.m. "Merv Griffin's Word for Word."
11:30 a.m.-12 noon. "Jeopardy."
12 noon-12:30 p.m. "Say When."
12:30-12:55 p.m. "Truth or Consequences."
1:30-1:55 p.m. "Let's Make a Deal."
3:30-4 p.m. "You Don't Say!"
11:15 p.m.-1 a.m. "The Tonight Show Starring Johnny Carson."

Saturday, Aug. 1

9:30-10 a.m. "The Ruff 'n' Reddy Show."
10-10:30 a.m. "The Hector Heathcote Show."
12 noon-12:30 p.m. "The Bullwinkle Show."
5:30-6 p.m. "NBC Sports Special."
8:30-9 p.m. "The Joey Bishop Show."
9 p.m. to conclusion. "Saturday Night at the Movies."

Sunday, Aug. 2

6-6:30 p.m. "Meet the Press."
7:30-8:30 p.m. "Walt Disney's Wonderful World of Color."
9-10 p.m. "Bonanza."
10-11 p.m. "Du Pont Show of the Week."

Monday, Aug. 3

10-11 p.m. "Sing Along with Mitch."

Wednesday, Aug. 5

7:30-9 p.m. "The Virginian."

Thursday, Aug. 6

9:30-10 p.m. (Premiere.) "Ford Presents the New Christy Minstrels."
10-11 p.m. "Kraft Suspense Theatre."

Friday, Aug. 7

8:30-9:30 p.m. "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. "The Jack Paar Program."

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Saturday, Aug. 8

9:30-10 a.m. "The Ruff 'n' Reddy Show."
10-10:30 a.m. "The Hector Heathcote Show."
12 noon-12:30 p.m. "The Bullwinkle Show."
5:30-6 p.m. "NBC Sports Special."
8:30-9 p.m. "The Joey Bishop Show."
9 p.m. to conclusion. "Saturday Night at the Movies."

Sunday, Aug. 9

6-6:30 p.m. "Meet the Press."
7:30-8:30 p.m. "Walt Disney's Wonderful World of Color."
9-10 p.m. "Bonanza."

Monday, Aug. 10

10-11 p.m. "Sing Along with Mitch."

Tuesday, Aug. 11

10-11 p.m. "Bell Telephone Hour."

Wednesday, Aug. 12

7:30-9 p.m. "The Virginian."

Thursday, Aug. 13

9:30-10 p.m. "Ford Presents the New Christy Minstrels."
10-11 p.m. "Kraft Suspense Theatre."

Saturday, Aug. 15

9:30-10 a.m. "The Ruff 'n' Reddy Show."
10-10:30 a.m. "The Hector Heathcote Show."
12 noon-12:30 p.m. "The Bullwinkle Show."
8:30-9 p.m. "The Joey Bishop Show."
9 p.m. to conclusion. "Saturday Night at the Movies."

Sunday, Aug. 16

6-6:30 p.m. "Meet the Press."
7:30-8:30 p.m. "Walt Disney's Wonderful World of Color."
9-10 p.m. "Bonanza."

Monday, Aug. 17

7:30-9:30 p.m. "Monday Night at the Movies."
10-11 p.m. "Sing Along with Mitch."

Wednesday, Aug. 19

7:30-9 p.m. "The Virginian."

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3 - NBC-TV August Color Schedule

Thursday, Aug. 20

9:30-10 p.m. "Ford Presents the New Christy Minstrels."
10-11 p.m. "Kraft Suspense Theatre."

Friday, Aug. 21

8:30-9:30 p.m. "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. "The Jack Paar Program."

Saturday, Aug. 22

9:30-10 a.m. "The Ruff 'n' Reddy Show."
10-10:30 a.m. "The Hector Heathcote Show."
12 noon-12:30 p.m. "The Bullwinkle Show."
8:30-9 p.m. "The Joey Bishop Show."
9 p.m. to conclusion. "Saturday Night at the Movies."

Sunday, Aug. 23

7:30-8:30 p.m. "Walt Disney's Wonderful World of Color."
9-10 p.m. "Bonanza."

NOTE: With the exception of "The Tonight Show Starring Johnny Carson," NBC-TV's evening programs Monday, Aug. 24 through Thursday, Aug. 27 will be pre-empted by coverage (in black and white) of the Democratic National Convention sessions.

Friday, Aug. 28

8:30-9:30 p.m. "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. "The Jack Paar Program."

Saturday, Aug. 29

9:30-10 a.m. "The Ruff 'n' Reddy Show."
10-10:30 a.m. "The Hector Heathcote Show."
12 noon-12:30 p.m. "The Bullwinkle Show."
8:30-9 p.m. "The Joey Bishop Show."
9 p.m. to conclusion. "Saturday Night at the Movies."

Sunday, Aug. 30

6-6:30 p.m. "Meet the Press."
7:30-8:30 p.m. "Walt Disney's Wonderful World of Color."
9-10 p.m. "Bonanza."

Monday, Aug. 31

10-11 p.m. "Sing Along with Mitch."

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NBC-New York, 7/8/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

July 9, 1964

ON THE ALERT

NBC News Ever Ready for Swift, Thorough
Coverage of Fast-Breaking Stories

Covering an emergency starts with the idea that nothing is unexpected, says Julian Goodman, Vice President, NBC News.

NBC's highly acclaimed TV-radio coverage of President Kennedy's assassination and the events following it was the translation into action of years of basic planning, sharpened by the lessons learned in handling fast-breaking stories on regular news programs and more than 300 "instant news specials."

"Preparation for an emergency like this has to begin years ahead with management's endorsement of the manpower, equipment and mobility needed," Mr. Goodman says. "You must have a large organization of trained personnel that can cope with whatever crisis arises. Each individual must know his job and be able to perform it with a minimum of direction or supervision."

"Our procedure has become almost automatic," says Chet Hagan, who has produced more than 300 instant news specials. "We have the setup and it has been used effectively over and over."

Room 586 in NBC's New York studios, unmarked except for the number, is the command post for special TV coverage of a major happening. "You might call it Instant News Central," Mr. Goodman says. It's also known around NBC News as "Hagan's Throne Room."

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Studio 5HN (the "N" is for news) adjoining it is kept in constant readiness. The red light on a camera there glows continually, even when the studio is dark. "All you have to do," Mr. Goodman says, "is flick on the lights and you're in business."

When NBC's Central News Desk learns of an emergency through one of its correspondents or a wire service report, its first act is to get the facts on the air in the shortest possible time. An "NBC News Bulletin" slide is always at hand in Broadcast Operations Control, the control point for all network lines, and the BOC announcers' booth is manned at all times. The slide is flashed, and the announcer on duty reads the bulletin prepared by the News Desk.

While this is going on, the News Desk alerts the NBC News management -- William R. McAndrew, Executive Vice President in charge of NBC News; Mr. Goodman; Robert Northshield, General Manager; Rex Goad, Director of News; Donald Meaney, Director of News Programs, and others.

The word also goes to Mr. Hagan and an NBC News correspondent -- usually Frank McGee, if he is available -- and the two take off on a run for their respective posts. On his way, Mr. Hagan calls instructions to his staff. A few words are sufficient. On the day President Kennedy was shot, Mr. Hagan told Don Ellis, his unit manager, "Get Dallas up immediately," meaning "Order broadcast circuits to Dallas." Associate producers Jerry Jacobs and Gene Farinet hastened to Tape Central where, in the long hours that followed, they edited taped remote pickups for insertion in the live coverage.

In an operation as big as the coverage of the assassination, auxiliary studios are staffed to handle the many different "feeds" from remote points. Meanwhile, Mr. Goad, Malcolm Johnson, Manager of News,

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and Ray Hasson, National Newsfilm Assignment Editor, assign camera crews, directors, correspondents and editors to the places where coverage is needed. This may involve chartering planes and shifting personnel thousands of miles.

Behind Mr. Hagan's operations desk in 586 is an executive tier where Mr. McAndrew, Mr. Goodman, Mr. Northshield and Mr. Meaney take turns supervising NBC's coverage. A white telephone provides instant communication between these executives and Robert E. Kintner, President of NBC, so that immediate decisions can be made on the cancellation of regular programming or other important matters.

In Washington, NBC News has a similar setup to New York and can function with equal speed. Mr. Goodman recalls that when a train crashed into the Union Station terminal in 1953, mobile units were so fast in reaching the scene that NBC had pictures of the disaster on the air 55 minutes after it occurred.

"If an event of the magnitude of President Kennedy's death had been a scheduled event, we would have spent weeks on the most intensive preparations for covering it," Mr. Goodman says. "Detailed planning for coverage of an inaugural parade, which is far less important, starts 10 weeks in advance, and we get ready for political conventions and elections two years ahead."

Yet, without forewarning, NBC News was able to give the assassination story the complete coverage that would seem to demand long-range planning.

"I can't recall once in those four days having to turn around and ask what we had on a particular phase of the story," Mr. Hagan says. "Everybody was in the right place at the right time."

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NBC-New York, 7/9/64

JACK TRACY
ROOM 320

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JACK TRACY
ROOM 320

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NBC NEWS ELECTION YEAR '64

NBC NEWS FOCUSES MOST OF ITS DOMESTIC STAFF
ON GOP CONVENTION IN SAN FRANCISCO

FOR RELEASE MONDAY, JULY 13

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 13 -- NBC News has focused most of its domestic staff on the Republican national convention which opens this morning in San Francisco's massive Cow Palace.

From front-line correspondents to behind-the-scenes copyboys, the network's staff of 650 and the largest amount of technical equipment ever assembled to cover a single news event will bring the GOP convention to the living rooms of millions of Americans.

Chet Huntley and David Brinkley will be anchor men for the TV coverage, filling familiar posts they held in 1960 and 1956.

The entire TV and radio coverage is sponsored exclusively by the Gulf Oil Corporation.

Focal points of the network's television operation are four complete studios and control rooms erected in San Francisco specifically for the convention. The booth used by Huntley and Brinkley is, in itself, three times larger than the booth used by the newsmen at the 1960 GOP convention.

NBC News is employing a variety of technical innovations: black beam sound, a system of transmitting sound using invisible light,

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is being used for the first time; a "walking TV station" provides cable-less flexibility.

Abetting Huntley and Brinkley are more than a score of veteran correspondents. More than 100 newsmen and editorial personnel are assigned solely to the convention. Thirty of these will closely monitor the state delegations.

Throughout the convention week (July 13-17), the Relay and Telstar communication satellites will be used to feed convention highlights to Europe. NBC News is the July coordinator for the three-network satellite feeds.

In addition to the gavel-to-gavel coverage which commences at 1 p.m. EDT today, NBC News is originating its regular news programs from San Francisco.

The "Today" show is being telecast Monday through Friday from the Hilton Hotel. The "Huntley-Brinkley Report" originates from the Cow Palace.

NBC News' four weekday five-minute news programs are also originating from the convention city. They are: "NBC News Morning Report" (10:55-11 a.m. EDT), "NBC News Day Report" (12:55-1 p.m. EDT), "NBC News Mid-Afternoon Report" (1:55-2 p.m. EDT) and "NBC News Afternoon Report" (4:25-4:30 p.m. EDT).

"The Saturday Report" will also originate from San Francisco on July 18 (6-6:15 p.m. EDT).

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NBC-7/10/64



NBC NEWS ELECTION YEAR '64

NBC NEWS WILL PRESENT TWO AND ONE-HALF TV HOURS
OF PRE-CONVENTION PROGRAMMING SUNDAY, JULY 12

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 10 -- NBC News' extensive coverage of the Republican national convention in San Francisco will include three consecutive programs totaling two and one-half hours Sunday, July 12 on the NBC-TV Network. They are:

A special edition of "Sunday" (5-5:30 p.m. EDT).

An expanded edition of "Meet the Press" (5:30 to 6:30 p.m. EDT).

"Republican Convention Preview," a full-hour special program in "The Campaign and the Candidates" series (6:30 to 7:30 p.m. EDT).

Governor William W. Scranton of Pennsylvania will be the guest on the live telecast of "Meet the Press." The program has been extended to a full hour in keeping with past practice at national political conventions. (It will be broadcast on NBC Radio 6-7 p.m. EDT.)

James Reston of the New York Times, Vermont Royster of the Wall Street Journal, Sander Vanocur of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press," will interview Governor Scranton. Edwin Newman of NBC News will be the moderator. The telecast will originate in NBC's studios in the St. Francis Hotel, San Francisco.

"Republican Convention Preview" will evaluate the various candidates' strength on the eve of the convention, and will present a

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briefing by Chet Huntley and David Brinkley, anchor men of the special program, and other NBC News correspondents on what television viewers may expect to see during the convention sessions. Interviews with some of the candidates are planned.

The program will include a tour of NBC News' facilities for covering not only the official proceedings but also the developments behind the scenes. NBC's reporters on the convention floor, with the candidates and at other key locations will tell how they will carry out their assignments.

"Republican Convention Preview" will be sponsored by the Gulf Oil Corporation, which has purchased complete sponsorship of NBC's television and radio coverage of the Republican and Democratic conventions and the national election.

"Sunday" will present a profile of the distinguishing characteristics of San Francisco, one of the most exciting cities in the world. From Telegraph Hill, NBC's cameras will show a panoramic view of the city. Frank Blair, anchor man of the program, will introduce four film segments picturing different areas of life in San Francisco.

Dr. Owen Chamberlain, Nobel prize-winning physicist, will discuss the cultural, scientific and university life in the San Francisco area. He is a member of the faculty of the University of California in Berkeley, across the bay.

Jake Ehrlich, well-known attorney, will talk about the homes, climate and traditions of San Francisco, stressing its special quality that sets it apart from other cities.

Mrs. Robert W. Miller, a leader of San Francisco society and president of the San Francisco Opera Guild, will describe the social season and the musical and other cultural activities.

Herb Caen, San Francisco Chronicle columnist and author of books on San Francisco, will narrate the segment on the city's night life.



NBC NEWS ELECTION YEAR '64

NBC NEWS ESTABLISHES CIVIL RIGHTS DESK AT REPUBLICAN NATIONAL CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 10 -- Recognizing the fact that civil rights represent the No. 1 issue at the Republican national convention, NBC News has established a Civil Rights Desk to cover all developments in this area of activity.

Wallace Westfeldt, a reporter on NBC's "Huntley-Brinkley Report," who has had many years of experience in investigating the civil rights problem, is in charge of this special desk. He is assisted by Frank Bolden, formerly an Urban League staff member, who is now on leave from his post as Information Officer for the Pittsburgh Board of Education.

Their job is to maintain constant contact with the many organizations supporting or opposing the extension of civil rights, so that NBC News will have advance knowledge of all matters pertaining to the civil rights plank in the Republican platform, all civil rights demonstrations, and other activities in this field.

Through the NBC News Convention Wire, a network of teletype machines, information obtained by the Civil Rights Desk will be disseminated to Chet Huntley and David Brinkley, anchor men of the television coverage, to other NBC News reporters on television and radio, and to NBC News executives. This flow of material will enable NBC to send reporters and camera crews to the scenes of important

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developments and will provide useful background data for the presentation of up-to-date, accurate reports on the various aspects of the civil rights issue.

NBC News correspondents Jack Perkins, Herbert Kaplow, Tom Pettit and Robert Teague will be given special briefings, so that they can report any fast-breaking civil rights story with full knowledge of its history and significance.

Westfeldt, while a reporter on the Nashville Tennessean and since he joined NBC News, has covered numerous civil rights developments. He did much of the research for "Sit-In," a special program in the "NBC White Paper" TV series. He is the author of a chapter in the book, "With All Deliberate Speed," a study of the first five years following the Supreme Court decision on the desegregation of schools, and of an essay on civil rights in the book, "Let Us Now Begin," reporting the first 100 days in President Kennedy's administration.

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NBC-7/10/64



NBC NEWS ELECTION YEAR '64

'TODAY' PROGRAM, IN SAN FRANCISCO, WILL PRESENT INTERVIEW WITH DR. MILTON EISENHOWER, FILM REPORT ON GALA REPUBLICAN DINNER AND HIGHLIGHTS OF CONVENTION SESSIONS

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 10 -- An interview with Dr. Milton Eisenhower, a film report on the \$500-a-plate gala Republican fund-raising dinner, and daily highlights of the Republican national convention will be among the features when NBC-TV's "Today" show originates from San Francisco the week of July 13-17 (Monday through Friday, 7-9 a.m. EDT).

"Today" host Hugh Downs, Jack Lescoulie and Maureen O'Sullivan will be in the lobby of the Hilton Hotel, where the program will originate live. Frank Blair will present the news from the Cow Palace, site of the Republican convention. Highlights of the daily schedule follow:

Monday, July 13 -- Dr. Milton Eisenhower will be interviewed (during the 7:30-8 a.m. EDT segment), and there will be a film report on the \$500-a-plate Republican fund-raising dinner July 12 at the Civic Auditorium (during the 8:30-9 a.m. segment). Also on the program will be a film report on a special birthday party for Governor Mark O. Hatfield of Oregon, the keynote speaker at the convention (7-7:30 a.m. EDT), and a feature on the convention (8-8:30 a.m. EDT).

Tuesday, July 14 -- Mrs. Patricia Hitt, official hostess of the Republican convention, will be interviewed (during the 7-7:30 a.m. EDT segment) and Jake Ehrlich, noted San Francisco defense attorney,

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will be a guest (during the 8:30-9 a.m. EDT segment). Taped highlights of the opening day's convention activities (8-8:30 a.m. EDT) and an interview with a news-making guest (7:30-8 a.m. EDT) will complete the July 14 program.

Wednesday, July 15 -- There will be an interview with a convention news-maker (7:30-8 a.m. EDT), taped highlights of the previous day's session (8-8:30 a.m. EDT) and features on the convention (7-7:30 a.m. and 8:30-9 a.m. EDT).

Thursday, July 16 -- Cartoonist Charles Schulz, creator of "Peanuts," will be a guest (7-7:30 a.m. EDT). An interview with a convention news-maker (7:30-8 a.m. EDT) and highlights of the previous day's session (8-8:30 a.m. EDT) will be among the other program features.

Friday, July 17 -- Features include an interview with a convention news-maker (7:30-8 a.m. EDT) and highlights of the previous day's session (8-8:30 a.m. EDT).

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NBC-7/10/64



NBC NEWS ELECTION YEAR '64

'THE REPUBLICAN STRUGGLE,' NBC NEWS FULL-HOUR TELEVISION REPORT ON PRE-CONVENTION ACTIVITY, INCLUDES GOLDWATER NEWS CONFERENCE

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 10 -- Live coverage of the news conference of Senator Barry Goldwater at the Mark Hopkins Hotel in San Francisco was included as part of a full-hour NBC News special Thursday, July 9 (7:30-8:30 p.m. EDT) on NBC-TV. The program, "The Republican Struggle," was part of the continuing NBC News coverage of the Republican Party pre-convention activities in San Francisco.

In addition to the Goldwater news conference, the program also included taped highlights of Governor William W. Scranton's news conference earlier in the day; a report by Richard C. Harkness, NBC News, on the possible Vice Presidential nominees; tape of the comments of Ohio Governor James Rhodes upon his arrival in San Francisco; a report on the Republican Platform Committee meetings by Elie Abel of NBC News, and an interview with Mayor John Shelley of San Francisco by Ray Scherer and Nancy Dickerson of NBC News on the influx of conventioners and reporters to the city.

Frank McGee was host and anchorman of this NBC News special.

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NBC NEWS ELECTION YEAR '64

BOMB SCARE CLEARS COW PALACE, BUT NBC NEWS SPECIAL TELECAST PROCEEDS

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 10 -- A bomb scare shortly before 10 a.m. PDT today (Friday, July 10) cleared personnel from San Francisco's Cow Palace with the exception of a small group of NBC News executives who were putting out a special telecast.

Charles Corcoran, Director of TV Network Operations for NBC News, said police came through the NBC News area ordering everyone from the building.

"It was just a few minutes before 10 when we were to go on the air with a special program," Corcoran said, "and none of us wanted to leave."

Corcoran, NBC News General Manager Robert Northshield, and several others remained in the TV control room and switched the network feed to the St. Francis Hotel in downtown San Francisco. From there, the signal was transmitted directly to New York where it went out onto the network with no break in continuity.

"The phone company did some fast line pulling for us to switch over to the St. Francis," Corcoran said. "It was a fast and fine job."

The program was a live telecast covering Senator Barry Goldwater's appearance before the Republican Platform Committee at the St. Francis Hotel.

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NBC-7/10/64



NBC NEWS ELECTION YEAR '64

July 10, 1964

NBC PRESS DEPARTMENT

NBC Press Department offices in San Francisco for the Republican national convention are located at the Cow Palace and in room 553 of the Hilton Headquarters Hotel.

The area code is 415. Telephone numbers are:

Cow Palace -- 334-9700, Ext. 112.

Hilton HQ -- 434-2310, Ext. 507, 508.

Press Department personnel, their hotels and phone numbers are:

Sydney H. Eiges, Mark Hopkins, 392-3434

Bud Rukeyser, Mark Hopkins, 392-3434

Joe Derby, Mark Hopkins, 392-3434

Casey Shawhan, St. Francis, 397-7000

Stan Appenzeller, Drake Wiltshire, 421-8011

Paul Bailey, Drake Wiltshire, 421-8011

Al Cammann, Drake Wiltshire, 421-8011

Dick Connelly, Drake Wiltshire, 421-8011

Sid Desfor, Drake Wiltshire, 421-8011

Bob Doerr, Drake Wiltshire, 421-8011

Nancy Herbert, Mark Hopkins, 392-3434

Ken Kantor, Drake Wiltshire, 421-8011

Bill Kiley, Drake Wiltshire, 421-8011

Ethel Kirsner, Clift Hotel, 775-4700

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Ernie Otto, Mark Hopkins, 392-3434

Art Selby, Drake Wiltshire, 421-8011

Bill Stein, Drake Wiltshire, 421-8011

Cornelius Sullivan, Mark Hopkins, 392-3434

Howard Van der Meulen, Mark Hopkins, 392-3434

Joe Viola, Drake Wiltshire, 421-8011

Earl Zeigler, Drake Wiltshire, 421-8011

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NBC-New York, 7/10/64



NBC NEWS ELECTION YEAR '64

July 10, 1964

SAN FRANCISCO IS DEFINITELY THE PLACE

TO BE THIS WEEK -- SOCIALLY, THAT IS

As Reported (July 13) from San Francisco on NBC Radio's "Emphasis"

By Edwin Newman, NBC News Correspondent Who Is

A Floor Reporter at the Republican Convention

Here we all are at San Francisco, site of the Republican convention, dealing with nominations and platforms and backstairs maneuvers, and it is only fair that I tell you what I am wearing. I am wearing a tropical worsted brown suit with a touch of red and green, with narrow lapels, and a three-button jacket. It was bought at an out-of-the-way shop on Fifth Avenue and 45th Street in New York, a shop known only to the elite -- provided you define elite loosely.

Why am I telling you all this? It is because the convention is not only a political event. It is also a social event, a side that is sometimes overlooked. I have been reading some of the society pages lately, and I learn...that San Francisco is definitely the place to be this week. Those who are not here may consider themselves not merely outside the inner circle, but even outside the outer circle.

When a place is the place to be, what is worn in that place is also important...In selecting a convention wardrobe, smart women must bear in mind all the possible political developments that can determine what they should wear. For example, the well-dressed,

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well-prepared woman will certainly have bought two outfits for the acceptance speech. If her candidate is successful she will want to wear something cheerful but not gloating -- something, in other words, that does not call attention to her and does not rub it in. If her candidate loses, she will still want to wear something cheerful, but in a stiff-upper-lip way, something that expressed cooperation and party unity. Losers should in no case wear black, the color of mourning. That would imply a lack of confidence in the winner.

At conventions, the really smart people take houses for the duration and give parties. They hope that something significant will happen at their parties -- perhaps that rival candidates will meet and work out a deal, or that somebody will let fall a piece of information that turns the tide, or prevents the tide turning. Either way will do.

To take a house, of course, you must find a house that is available. That is brought about by some San Franciscans feeling that San Francisco is not the place to be during the convention, and wanting to avoid contact with those who think it is. These divergent points of view are hard to explain, but they do exist, or no houses would be available.

Just for the record, I took off my brown three-button jacket for this broadcast, but I'll put it back on if anybody is looking.

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NBC-New York, 7/10/64



July 10, 1964

JACK PAAR TO MAKE 9-DAY AMAZON TRIP PRIOR TO
FILMING MARY MARTIN AT HER BRAZILIAN RANCH

Then Miss Martin Will Fly to N.Y. for Studio Appearance
On Paar's Season Premiere That Will Highlight the Films

Jack Paar will make a nine-day trip up the Amazon River in August, prior to his visit to film internationally known star Mary Martin in her real-life role as ranch wife in Brazil.

Returning the visit, Miss Martin will fly to New York to make a studio appearance in connection with the film sequences when NBC-TV's "The Jack Paar Program" premieres its third season of colorcasts Friday, Sept. 25 (10-11 p.m. EDT).

Paar, who will be accompanied by his wife, Miriam, and daughter, Randy, will be the cameraman for both the Amazon trip and the visit to Miss Martin's ranch. His party will arrive at the Amazon port, Belem, on Aug. 11, to board the riverboat Hubert and proceed to Manaus.

Following the Amazon voyage, Paar and family will journey to the ranch -- an hour-and-a-half jeep ride from the capital city of Brasilia -- where the noted musical comedy star lives as wife of producer Richard Halliday. At the ranch, Miss Martin performs her everyday routine of

(more)

cooking on a primitive wood-burning stove, overseeing the care and feeding of the livestock and various do-it-yourself chores.

On the Amazon trip, Paar will "see the wildest and most exotic part of the world," according to Dick Brill, noted Amazon authority who has made the arrangements for the expedition. The Amazon area is little changed from the sight which greeted Spanish conquistador Francisco de Orellana, who discovered the river in 1593.

Paar is no stranger to film and travel expeditions on behalf of his program. Last Summer, he visited the South Pacific and in November, spent three days with Dr. Albert Schweitzer at the humanitarian's jungle mission in Lambarene, Gabon, West Africa. Paar also filmed Holy Land shrines while flying in Jordan King Hussein's helicopter.

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NBC-New York, 7/10/64

July 10, 1964

JOHNNY CARSON A BIG SUCCESS AS
NIGHTCLUB STAR IN LAS VEGAS

A brand new nightclub star glitters this week in Las Vegas, Nev., where Johnny Carson, star of NBC-TV's "Tonight Show Starring Johnny Carson" colorcasts (Mondays through Fridays, 11:15 p.m.-1 a.m. EDT), in his first venture into the nightclub field, broke the house record at the Sahara. The host of "Tonight" broke the record established in 1962 by Judy Garland, when he drew 1,498 customers to see -- in person -- the man who is host of the famed late-night comedy-music-conversation series.

Special police had to be hired by the club, to handle the crowds which begin to line up for admittance at 5:30 p.m. for the first show which starts shortly after 8 p.m. Carson opened on Tuesday, July 7, and the next night broke his own opening record by drawing a crowd of 1,501.

Many of the customers who came to Las Vegas to see Carson had driven 350 and 400 miles for the occasion. Interviewed in line, the comment repeatedly made was, "I've watched him every weeknight for two years and I had to see him in person."

One of those making the comment about being a nightly viewer of Johnny Carson was comedienne Gracie Allen,

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who stayed an extra day in Las Vegas (where her husband George Burns also is appearing in a nightclub) in order to attend the Carson opening.

Mayor Samuel Yorty of Los Angeles, who was a guest on the "Tonight Show Starring Johnny Carson" in a West Coast origination last Spring, drove to Nevada for Carson's nightclub appearance.

This is the first time that Johnny Carson has ever played a major nightclub. He will appear at the Hotel Sahara for four weeks, returning to his "Tonight Show" in New York Monday, Aug. 3.

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NBC-New York, 7/10/64

NBC TELEVISION NETWORK NEWS

July 10, 1964

8 WRITERS, 7 DIRECTORS SET FOR
SEGMENTS OF 'KENTUCKY JONES'

Eight writers and seven directors have been set by producer-writer Albert Beich for segments of NBC-TV's "Kentucky Jones" series, starring Dennis Weaver in the title role and co-starring Ricky Der and Harry Morgan.

The writers are Margaret Armen, Edwin Blum, Eleanore Griffin, Roger McDougall, Douglas Morrow, Ted Sherderman, Jane Klove and Charles Woolf. Directors are Buzz Kulik, David Alexander, Barney Girard, Ida Lupino, Vincent McEveety, Joe Sargent and Ralph Senenski.

The series, now in production at Desilu Studios, Culver City, was created by Beich and William Wright. Executive producer is Buzz Kulik.

"Kentucky Jones" will premiere on Saturday, Sept. 19 (8:30-9 p.m. NYT).

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JACK TRACY
ROOM 320

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NBC NEWS ELECTION YEAR '64

NBC PRESIDENT ROBERT E. KINTNER STRESSES PROFESSIONALISM,
TECHNICAL EFFICIENCY AND COMPETITIVE SPIRIT OF NBC'S
COVERAGE OF REPUBLICAN NATIONAL CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 13 -- Robert E. Kintner, President of the National Broadcasting Company, said the goal of NBC News in covering the Republican national convention should be "a simple, honest, interpretive broadcast of the convention."

Addressing the NBC News' convention staff of more than 600 at a meeting in the Fairmont Hotel July 11, Mr. Kintner said NBC's coverage will be based on impartial, professional reporting, technical efficiency and strong competition.

"I have great feelings about covering a convention like this -- that we should do it very impartially and not let our personal feelings interfere, and that we come out as a professional news organization," he said. "I think that is the base of responsibility.

"As the second point, I believe very thoroughly that when you are competing on the same event, your ability to do a close-up or not to do one becomes very important. Our technical performance must equal our editorial competence.

"Third, we will be fully competitive. No matter how long CBS or ABC stays on the air, we will stay with them, and I hope we will stay with them with a good editorial spirit, a good direction and a good objective.

(more)

"Win, lose or draw, I would like our coverage to be a simple, honest, interpretive broadcast of the convention. I'm sure we have the technical people, I know we have the reporters, and I'm certain everybody from the messenger boy up to Huntley and Brinkley will deliver the best job."

Mr. Kintner said that "whether we win or lose, I think NBC has the best news department in the business." He said the credit for this should go to William R. McAndrew, Executive Vice President in charge of NBC News; to Julian Goodman, Vice President of NBC News, and to the other news executives.

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NBC-7/13/64



NBC NEWS ELECTION YEAR '64

SURVEY FOR NBC NEWS SHOWS REPUBLICANS
PREFER JOHNSON OVER GOLDWATER

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 13 -- A nationwide survey commissioned by NBC News has revealed that Republican voters would choose President Johnson over Senator Barry Goldwater if the election were held now.

The survey, taken by Elmo Roper and Associates, polled a cross-section of more than 2,400 likely voters.

The Republicans interviewed preferred Pennsylvania Governor William W. Scranton as the GOP nominee. Their second choice was former Vice President Richard M. Nixon, and Senator Goldwater was third.

Results of the NBC News poll were announced July 12 by NBC News' Washington Correspondent Elie Abel on NBC-TV's "Republican Convention Preview" (6:30-7:30 p.m. EDT). The program was sponsored by the Gulf Oil Corporation.

Making its first political poll of 1964, Roper and his associates were asked by NBC News to discover what the people think of the choices confronting the Republican convention. Democrats and independent voters were polled as well as Republicans.

The survey showed that, among Republican voters, President Johnson was the choice of 46 per cent, Senator Goldwater the choice of 40 per cent, with the remaining 14 per cent undecided.

The NBC News-Roper survey also asked voters to put aside their own preference and name the Republican who would be the strongest
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vote-getter. Goldwater was named by a wide margin with 31 per cent. Scranton was runner-up with 19 per cent. Henry Cabot Lodge polled 16 per cent and Nixon 10 per cent.

But the same voters, asked to name the man who would make the best President regardless of vote-getting ability, chose Lodge. Lodge was the choice of 20 per cent, Nixon ran second with 17 per cent, Goldwater third with 15 per cent and Scranton last with 14 per cent.

The survey also matched three leading Republican candidates against President Johnson. While those polled chose Johnson overwhelmingly, both Nixon and Scranton were stronger than Goldwater.

The breakdown on these trial heats is as follows:

Johnson.....65 per cent.

Nixon.....27 per cent.

Undecided.... 8 per cent.

Johnson.....61 per cent.

Scranton.....26 per cent.

Undecided....13 per cent.

Johnson.....70 per cent.

Goldwater....21 per cent.

Undecided.... 9 per cent.

Lodge was not paired against President Johnson, as he had taken himself out of the race before the polling was taken in late June.

However, Abel urges caution in this comparison of GOP candidates with President Johnson: "Senator Goldwater himself concedes that, at the moment, President Johnson would beat any Republican.

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"The NBC News-Roper survey bears that out. But the apparent beat-all-comers supremacy of the President is bound to shrink by the second Tuesday in November, once the Republicans nominate their candidate and unite behind him as best they can."

Abel pointed out that NBC News and the Roper organization designed the survey as a "socially useful analysis instead of just another set of horse-race figures."

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NBC-7/13/64



NBC NEWS ELECTION YEAR '64

WHERE FRIENDS MEET

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 13 --

Many old friends have been renewing friendships at the Republican convention -- including NBC News' Chet Huntley and David Brinkley, who seldom meet throughout the year.

Normally, on the Monday-through-Friday "Huntley-Brinkley Report," Huntley is in New York and Brinkley in Washington. But during the Republican and Democratic conventions and on Election Night, the award-winning NBC newsmen will work side by side.

Since the week preceding the Republican convention, "The Huntley-Brinkley Report" has been telecast from San Francisco. Last week, Huntley and Brinkley alternated in appearing from the Cow Palace and NBC's TV studios in downtown San Francisco, where the pre-convention activity was taking place. Now, in the Huntley-Brinkley broadcasting booth high over the floor of the Cow Palace, they have a sweeping view of the delegates, spectators, rostrum and the convention activity.

* * *

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'TRAVELING' LAMP

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 13 --

A new portable lamp "travels" with the portable NBC News camera at the Republican convention here.

Developed by the General Electric Co., it is the new panel fluorescent lamp that provides more usable light power -- with less bulk than any other instrument yet devised for inside TV illumination on a portable scale. It resembles an over-sized waffle-iron and is suspended from straps around the light man's neck. Activated by batteries, it can be switched on for brighter illumination during NBC News interviews anywhere in the Cow Palace.

NBC-7/13/64

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

NBC AWARDED CITATION OF MERIT BY NATIONAL
ASSOCIATION OF GIFTED CHILDREN

The National Broadcasting Company has been awarded a Citation of Merit by the National Association of Gifted Children, it was announced by Ann F. Isaacs, Executive Director of the association which has headquarters in Cincinnati.

NBC was presented the citation "in recognition of leadership in providing stimulation and education for gifted children through such programs as "Exploring" and "NBC Children's Theatre."

NBC-New York, 7/13/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

BARNEY NAGLER BECOMES A PRODUCER IN NBC SPORTS DEPARTMENT

Sports columnist Barney Nagler has become a producer in the NBC Sports Department, it was announced by Carl Lindemann Jr., Vice President, NBC Sports.

Mr. Lindemann said Mr. Nagler will produce the pre-game and post-game shows during the coming NCAA football season. A writer in the NBC Sports Department from 1952 to 1960, Mr. Nagler also produced such sports programs as "Football Scoreboard," "Jackpot Bowling," "Red Barber's Corner" and "Racing from Hialeah." During the past four years, he produced numerous segments in ABC-TV's "Wide World of Sports" series.

Mr. Nagler has been a New York sports reporter and columnist for more than 25 years. The daily column he has written for The Morning Telegraph for 15 years will continue. He has been president of the New York Boxing Writers Association the past five years, and is a long-time member of the Baseball Writers Association of America and the New York Turf Writers Association.

His book, "James Norris and the Decline of Boxing," is being published this month by Bobbs-Merrill Co., and he is now working on another book, "The Horse in America," due to be published early next year by MacMillan Co. His articles and fiction have appeared in the Saturday Evening Post, Life, Look, Esquire and other magazines.

Mr. Nagler was born and raised in New York City. He and his wife Betty now live in Bayside, Long Island. They have a married son, Robert.

-----o----- NBC-New York, 7/13/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

NEW FILM FOOTAGE FOR "A MAN NAMED MAYS"

SHOWS STAR'S FEATS THIS SEASON

New film footage of Willie Mays, showing his outstanding play during the first half of the 1964 season, will be included in "A Man Named Mays," a one-hour special about the San Francisco Giants' star, on NBC-TV Tuesday, July 21 (10 to 11 p.m. EDT).

The filmed special, as first telecast on NBC-TV Oct. 6, 1963, reviewed Mays' major-league career from his "Rookie of the Year" season in 1951 through the 1963 campaign. The additional footage, according to producer Lee Mendelson, will:

Show Mays in one of his best early-season starts (leading National League at mid-season in homers, runs-batted-in, runs and slugging percentage, among leaders in batting average and hits);

Note his appointment as the Giants' team captain (Manager Al Dark says during the show, "Willie has been leading the team for a decade -- now we've made it official.");

Show Mays as one of the National League stars in the All-Star Game, with his defensive play and ninth-inning base-running playing a big part in the 7-4 victory.

"A Man Named Mays" also includes action shots of many of Mays' greatest feats and comments about Mays by top baseball figures. Charles Einstein, a long-time friend and author of two books about Mays, narrates the show.

NBC-TV PROGRAM HIGHLIGHT JULY 21

"A MAN NAMED MAYS" -- One-hour filmed special re-viewing career of Willie Mays of San Francisco Giants, including shots of many of his greatest feats, plus new film footage of his outstanding play this season.

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NBC-New York, 7/13/64

PRESS DEPARTMENT, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020



GEORGE HAMILTON TO MAKE HIS TV DRAMA DEBUT
WHEN HE CO-STAR WITH MARGARET O'BRIEN
ON BOB HOPE-"CHRYSLER THEATRE" SERIES

George Hamilton will make his debut in television drama when he co-stars with Margaret O'Brien in "Turncoat" -- the story of a Korean War defector -- on "Bob Hope Presents the Chrysler Theatre" colorcasts during the 1964-65 season (NBC, Fridays 8:30-9:30 p.m. NYT).

"Turncoat," adapted by John Furia Jr. from a story by Philip Freund, will be directed by Ron Winston. Winston directed Rod Serling's "A Slow Fade to Black" during last season's "Chrysler Theatre" series.

Hamilton, long a holdout from TV, made his movie bow in the M-G-M release, "Home from the Hills," and since has starred in "The Victors" and "Light in the Piazza." Currently in release is "Act One," in which he portrays the late Moss Hart, and this Fall he will be seen as the late composer-singer Hank Williams in the film "Your Cheatin' Heart."

Miss O'Brien, who made her screen debut at the age of four and won an Oscar in 1944 as "Best Child Actress," is remembered for her portrayals in "Journey for Margaret," "Jane Eyre" and "The Canterville Ghost," among other films during her early career. In recent years she has divided her time between TV, films and the stage. Her adult film assignments include "Little Women" and "Heller in Pink Tights." Her TV credits include "Dr. Kildare," "Wagon Train," and "Du Pont Show of the Week."

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NBC-New York, 7/13/64



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

— NBC-TV ONLY NETWORK TO PRESENT CONTINUOUS COVERAGE ON FIRST DAY —

OF REPUBLICAN NATIONAL CONVENTION--11½ HOURS

— NEW YORK CITY RATINGS SHOW NBC NEWS AHEAD —

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 14 -- NBC-TV was the only television network to broadcast continuous coverage of the Republican National Convention from San Francisco on its opening day (Monday, July 13).

From 1 p.m. EDT, NBC-TV's coverage spanned 11½ hours. During the 1-to-11 p.m. EDT period, WNBC-TV had the highest New York City Nielsen ratings, the first ratings available.

The NBC Owned Station in New York, WNBC-TV, averaged a 9.0 rating (22 share), topping WCBS-TV by a half rating point and WABC-TV by almost eight full rating points.

The Gulf Oil Corporation sponsored all of NBC's TV and radio coverage throughout the day, as it will during the rest of the convention.

Led by Chet Huntley and David Brinkley, NBC News had a small army of newsmen on this opening day. Live pickups from various hotels in downtown San Francisco, plus portable TV cameras throughout the Cow Palace, kept viewers in step with fast-breaking developments.

NBC News' radio coverage of the convention also began at 1 p.m. EDT and featured live coverage of both sessions. Peter Hackes and Russ Ward shared anchormen duties. Analysis was provided by NBC News veterans Morgan Beatty and Robert McCormick.

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NBC-TV was first on the air at 5:25 p.m. EDT with live coverage of former President Eisenhower's news conference. CBS picked up the conference in progress at 5:27 p.m., with ABC following a minute later.

NBC News' four convention floor reporters -- Edwin Newman, John Chancellor, Sander Vanocur and Frank McGee -- provided interviews with key delegates during the convention sessions.

When the convention recessed shortly after 3 p.m. EDT, NBC was the only TV network to continue coverage until GOP Chairman William E. Miller reconvened the delegates at 9:15 p.m. EDT.

NBC News' team of anchormen was spelled during the recess by correspondents Nancy Dickerson and Ray Scherer.

The regular "Huntley-Brinkley Report" originated live from the Cow Palace at 6:30 p.m. EDT. It was followed at 7 p.m. EDT by live coverage of the Credentials Committee session at the St. Francis Hotel. The discussion there centered on a Negro delegate from Tennessee who claimed he was being deprived of a delegate seat.

From 7:15 to 8 p.m. EDT, NBC News presented a special round-table telecast at which NBC reporters covering various state delegations discussed the effect of the credentials squabble. Huntley and Brinkley then resumed their anchormen duties until the convention reconvened. During this period, NBC-TV presented live coverage of Pennsylvania's Governor William W. Scranton, his wife and former President Eisenhower and his wife as they emerged from a meeting at the St. Francis.

Throughout the day, NBC News called upon numerous correspondents. Robert MacNeil, who was covering Senator Barry Goldwater, and Tom Pettit, who was with Governor Scranton, appeared

(more)

3 - GOP Convention--First Day Coverage

frequently with reports on the leading candidates for the GOP Presidential nomination.

NBC-TV concluded its first day's coverage of the convention with the keynote address of Governor Mark O. Hatfield of Oregon. This was preceded by a speech by the Republican Senate Minority Leader, Everett Dirksen of Illinois. Senator Dirksen also read a telegram from former President Herbert Hoover, who was missing his first GOP convention in 28 years.

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NBC-7/14/64



NBC NEWS ELECTION YEAR '64

NBC NEWS EXHIBIT AT COW PALACE ATTRACTS HUNDREDS WITH CAPSULE REPORTS ON U.S. FOREIGN PROBLEMS

NBC NEWS CONVENTION CENTRAL, SAN FRANCISCO, July 14--

An NBC News exhibit at the Cow Palace which provides visitors with capsule reports on major U. S. foreign problems attracted hundreds of visitors during the first day of the GOP convention (July 13).

The exhibit is an illuminated map of the world with red lights showing the location of NBC News bureaus. Above the map are seven clocks showing the time in Washington, D. C., London, Paris, Berlin, Leopoldville, Saigon and Tokyo.

Below the map are seven phones. Visitors merely push a button at the phone, and an NBC News correspondent from the area selected gives a comprehensive report on the problems facing the U. S. in that section of the world.

NBC-7/14/64



NBC COLOR TELEVISION NEWS

July 14, 1964

— A TV FIRST IN SUMMER ENTERTAINMENT ON 'TELEPHONE HOUR' —

— Florence Henderson Is Hostess--Young Stars Spotlighted —

A television "first" will be marked Tuesday, July 28 when the "Bell Telephone Hour" opens its first Summer series with a theatre-in-the-round format in color on NBC-TV (10 to 11 p.m. EDT).

The show, first of several in the series, will originate live in the NBC Peacock Studio, RCA Building, New York, before a studio audience. Florence Henderson will be singing hostess to a group of rising young stars. Donald Voorhees conducts.

Artists for the premiere Summer program include British singer-comedienne Shani Wallis, pop singer Ethel Ennis, jazz pianist Bobby Troup, Canadian vocalist Doug Crosley, opera tenor Rolf Bjoerling, 15-year-old concert violinist Glenn Dicterow and dancers Liane Plane and Allen Knowles.

One of the recent "imports" on the American entertainment scene, Shani Wallis from London, will offer a medley of Broadway musical numbers with Doug Crosley. Crosley, a star of Canadian radio and television, has appeared in more than 100 TV shows in Canada. Ethel Ennis, a pianist before she became a singer, is noted for unique ability to "use her voice like an

(more)

instrument." She toured Europe with the bands of Benny Goodman and Louis Armstrong. Jazz pianist Bobby Troup will play his variations on pop tunes.

One of the classical items on the program will be offered by tenor Rolf Bjoerling, son of the late great tenor Jussi Bjoerling. Rolf has been acclaimed since his debut in 1960. Another classical feature will be the final movement of the Mendelssohn Violin Concerto in E Minor played by Glenn Dicterow.

Liane Plane and Allen Knowles, both regular dancers on the "Bell Telephone Hour," will have the spotlight in a popular dance number, with narration by Florence Henderson.

The "Bell Telephone Hour" is produced by Henry Jaffe Enterprises, with Barry Wood as executive producer.

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NBC-New York, 7/14/64

NBC-TV NETWORK PROGRAM

YOUNG CHERYLENE LEE IS SIGNED FOR 3 SEGMENTS OF 'KENTUCKY JONES'

Eleven-year-old Cherylene Lee, younger member of the Lee Sisters, has been signed for three segments of NBC-TV's "Kentucky Jones" series, starring Dennis Weaver in the title role and co-starring Ricky Der and Harry Morgan (Saturdays, 9:30 p.m. NYT, starting Sept. 19).

The child star will play the girl-friend of Ricky Der, who portrays Dwight Eisenhower (Ike) Wong, a nine-year-old Chinese orphan adopted by the recently widowed Kentucky Jones.

After the filming of her first segment, Miss Lee will return to the New Frontier in Las Vegas, where she and her 17-year-old sister Virginia are appearing with Dennis Morgan. Last year the Lee Sisters performed there 17 weeks in a song-and-dance act.

Cherylene has been acting since she was three years old. Her movie credits include "Flower Drum Song," "The King and I," "Donovan's Reef" and "A Letter to Nancy." Among her TV credits are four appearances on "The Dinah Shore Show," and specials with Gene Kelly, Frank Sinatra and Eddie Fisher. She has appeared on stage in "Oriental Holiday," "South Pacific," "The King and I," "Kismet," and has played many night club engagements.

Cherylene is the daughter of Dr. and Mrs. A. Edward Lee of Los Angeles, Calif. She has another sister, Priscilla, a junior high school teacher, and a brother, Warren, attending college.

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NBC-New York, 7/14/64

NBC-TV NETWORK PROGRAM

ROSEMARY HARRIS TO PLAY TITLE ROLE OF 'MARY McDOWELL
STORY' IN 'PROFILES OF COURAGE' SERIES

British actress Rosemary Harris will star in the title role of "The Mary McDowell Story," dramatizing a Brooklyn school teacher's refusal on religious grounds to support the war effort during World War One -- on NBC-TV's "Profiles in Courage."

Jose Quintero will direct Peter S. Feibleman's drama, which will go into production this week. It will co-star Frances Sternhagen and Ralph Williams and also star Audrey Christie.

Miss Harris had appeared in England in the National Theatre production of "Uncle Vanya," with Laurence Olivier and Michael Redgrave. She has performed in repertory in the United States with the Association of Producing Artists, headed by her husband, Ellis Rabb. Her television credits include the roles of Viola in Maurice Evans' production of "Twelfth Night" and of Cathy in "Wuthering Heights." She has starred on "DuPont Show," "Kraft TV Theatre" and "Omnibus."

Miss Harris made her New York stage debut in 1952 in Moss Hart's "The Climate of Eden," and received the Theatre World Award as "One of the most promising actresses of the year" for her role of Mabel.

The "Profiles in Courage" series, produced by Robert Saudek Associates Inc., will premiere on NBC-TV Sunday, Nov. 8 (6:30 to 7:30 p.m. EST).

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NBC-New York, 7/14/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

July 14, 1964

CREDITS FOR 'A MAN NAMED MAYS' SPECIAL ON NBC-TV

Date and Time: NBC-TV Network Tuesday, July 21 (10 to 11 p.m. EDT).

Summary: Filmed special reviewing the career of one of baseball's superstars, Willie Mays of the San Francisco Giants. New footage shows Mays' outstanding play during first half of 1964 season. Rest of program, as first telecast on NBC-TV Oct. 6, 1963, includes scenes of Mays' life on and off the field; comments about Mays by Alvin Dark, Casey Stengel, Leo Durocher, Stan Musial, Bobby Bragan and other baseball figures; action shots of many of Mays' greatest feats, including his catch of Vic Wertz's long drive in 1954 World Series and hitting four home runs in a game in 1961.

Narrator: Charles Einstein.

Production by: Lee Mendelson Film Productions.

Producer-Director: Lee Mendelson.

Writer: Charles Einstein.

Director of Photography: Sheldon Fay.

Sponsor: Humble Oil & Refining Company.

Agency: McCann-Erickson of Houston.

NBC Press Representative: Bob Goldwater (New York).

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

NBC NEWS CONTINUES TO LEAD OTHER NETWORKS IN COVERAGE
AND INCREASED AUDIENCE ON SECOND DAY
OF REPUBLICAN CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- As the Republican national convention moved through its second day (Tuesday, July 14), NBC News again presented continuous television coverage of developments at the Cow Palace and in downtown San Francisco.

NBC-TV increased its audience lead by attracting more viewers than the other two networks combined, according to National Arbitron ratings. During the 7-11 p.m. EDT time period Tuesday, when all three networks were covering the GOP convention, NBC-TV averaged 51 per cent of the audience tuned to the convention, compared with the second network's 36 per cent and the third network's 13 per cent. This compares to NBC-TV's coverage of the Monday evening session, which attracted 47 per cent of the homes tuned to the convention for the 7:30-11 p.m. EDT time period.

NBC-TV averaged a 12.2 rating and a 39 share, according to the National Arbitron ratings for the 7-11 p.m. EDT time period Tuesday, compared to the second network's 8.7 rating and 28 share, and the third network's 3.2 rating and 10 share.

And once again, WNBC-TV dominated the New York City Nielsen ratings, attracting an unprecedented 77 per cent of the convention audience during the 11 p.m.-1 a.m. EDT time period and sweeping the nine-hour span from 7 p.m. to 4 a.m. EDT.

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The NBC-TV coverage also showed one of its floor reporters, John Chancellor, in his "finest hour" as he was escorted from the Cow Palace floor for refusing to clear the aisles. Chancellor was preparing a report from the Alaskan delegation when a sergeant-at-arms asked him to leave. Chancellor refused.

Earlier in the evening, Chancellor scored two news beats. At 9:45 p.m. EDT he reported that Governor Nelson A. Rockefeller of New York would try to address the convention with a resolution to the party platform.

Then at 10:38 p.m. EDT, Chancellor was the first network newsmen to interview Pennsylvania's Senator Hugh Scott, convention manager for his state's governor, William W. Scranton.

The NBC-TV coverage today spanned 10 hours, 13 minutes. Highlights included former President Eisenhower's address to a packed Cow Palace, Rockefeller reading an amendment to the party platform and speeches by Texas' Senator John Tower, New Jersey's Senator Clifford Case and many other key Republican figures.

NBC News' radio coverage of the convention began at 7 p.m. EDT and extended continuously until the session adjourned.

In downtown San Francisco and outside the Cow Palace, a score of NBC Newsmen kept track of news events bearing on the convention's progress toward selection of a Presidential candidate.

NBC News reporters who played a major part in the day's coverage included Tom Pettit, Robert MacNeil, Robert Teague, Elie Abel, Bill Henry and Jack Perkins.

(more)

3 - GOP Convention--Second Day Coverage

NBC News began its second-day coverage of Republican activities here with the news conference of former Vice President Richard M. Nixon, carried live on NBC-TV and radio at 6 p.m. EDT.

"The Huntley-Brinkley Report" followed at 6:30 p.m. EDT, covering developments not only at the convention but other domestic and international news as well.

NBC News began continuous coverage of the convention at 7 p.m. EDT on both TV and radio. Chet Huntley and David Brinkley again provided the basic coverage from their booth above the Cow Palace floor.

As the business of the convention progressed, NBC News brought viewers the side developments as they occurred. Live pickups showed pickets outside the Cow Palace and the arrival and departure of former President Eisenhower at the convention site.

NBC News' four floor reporters -- John Chancellor, Frank McGee, Sander Vanocur and Edwin Newman -- provided key interviews: Newman interviewed Mrs. Barry Goldwater while being boosted up to her seat in a box by a husky NBC cameraman; Chancellor talked to Michigan's Governor George Romney and to George Lodge, son of the former Vietnam ambassador; McGee interviewed Jackie Robinson; Vanocur talked with Illinois' Senator Everett M. Dirksen.

NBC News concluded its second day's coverage of the convention as the delegates voted down all amendments to the party platform before finally adopting it by voice vote.

As the delegates filed out of the area, NBC News carried live TV coverage of civil rights pickets who demonstrated at the exits, delaying the delegates from leaving the area.

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NBC-7/15/64



NBC NEWS ELECTION YEAR '64

VIEWERS THROUGHOUT NATION SEND MESSAGES OF PRAISE
TO JOHN CHANCELLOR AFTER 'ARREST'

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- Telegrams praising NBC News' John Chancellor came to NBC from all parts of the country minutes after he had been ushered off the Republican convention floor last night.

Chancellor, one of NBC-TV's four floor reporters, refused to leave when the aisles were ordered cleared. He broadcast his own "arrest" as local police escorted him out. The incident was seen on NBC-TV by a nationwide audience.

The telegrams were addressed to Chancellor, to anchorman Chet Huntley and David Brinkley and to NBC itself.

A telegram from a Washington, D. C., viewer read: "Please advise the audience how one would go about placing the name of John Chancellor in nomination for Republican nominee for President of the United States?"

From Orlando, Fla., came this message: "I cast one vote for the next Emmy award to John Chancellor for his performance at the Palace tonight."

A Los Angeles family wired: "Congratulations. I think that your performance was classic. If you are arrested, we will pay your bill."

(more)

Among the other telegrams were these:

From Atlanta, Ga.: "Just noticed you being evicted by police from the convention floor. You should have known that if you get in the middle of a cow pasture, you would step in something."

From Chicago, Ill.: "Hurray for you and Sewell Avery."

From New York City: "Telecasting your own arrest is really a first. Congratulations. Hope you enjoy your birthday in your cozy cell. Need cigarettes?"

From Los Angeles: "Congratulations on your standing behind a free press. I'm sure John will be back."

From Bakersfield, Calif.: "Cool it, John. In case they pick your pocket, too, we'll go your bail."

After Chancellor had been readmitted to the Cow Palace floor, he interviewed the sergeant-at-arms who had ordered him to leave and shook hands with this man after the interview. Chancellor said, "I'm breaking a rule by shaking hands with a guest after an interview."

Brinkley said, "Yes, you are breaking a rule, John. When you shake hands with a guest, you should give him a washing machine."

So...from a Chicago utilities firm came a telegram promising Chancellor a portable washing machine.

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NBC-7/15/64



NBC NEWS ELECTION YEAR '64

JOHN CHANCELLOR BROADCASTS OWN 'ARREST' AT COW PALACE

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- John Chancellor, NBC News correspondent, became the first man to broadcast his own "arrest" -- from the floor of the Cow Palace last night.

Chancellor, who was covering the activities of the Republican convention, refused to move when an assistant sergeant-at-arms ordered the aisles cleared. The man, who identified himself as Gary Kiddwell, then ordered local police to escort Chancellor, one of NBC-TV's four floor correspondents, from the convention floor.

The dialogue, which was heard by a nationwide audience, brought laughs to the network's anchormen, Chet Huntley and David Brinkley, who kept the cameras on the entire affair.

"I'm not moving," Chancellor told the officers. "Are you going to carry me out?"

"We have been instructed to remove you," said a policeman.

Chancellor then looked up at the cameras and said, smiling, "The next move in this drama is up to the cops."

"Badge number 38 now has his heavy hand on my elbow. Here we go."

The cameras stayed on the NBC Newsman as he was "ushered" down the aisle toward an exit.

"It's awfully hard to remain dignified at a time like this," said Chancellor as the police cleared a path for him.

(more)

As he approached the exit, Chancellor laughingly reported to viewers, "Don't worry. NBC has plenty of other reporters here on the floor to continue full coverage."

As Chancellor was ushered into a tunnel and disappeared from the screen, his voice came out of nowhere:

"This is John Chancellor -- somewhere in custody."

The cameras then returned to the Huntley-Brinkley booth where Brinkley jokingly bid farewell to his comrade.

"Good night, John," he said, "Call us when you can."

The dispute was settled, and in a matter of minutes Chancellor was once more back at his post on the convention floor.

His first words were:

"As I was saying..."

He then turned to the sergeant-at-arms and asked, "How do I get back to Alaska?"

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NBC-7/15/64



NBC NEWS ELECTION YEAR '64

HOW TEAM OF FOUR COVERS THE FLOOR

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- One of the hardest worked teams of NBC News at the Republican national convention is composed of four battery-laden newsmen and a producer who wears no electronic equipment whatsoever.

The producer is Eliot Frankel, who calls the shots from in front of a battery of TV monitors in an NBC-TV control room. His four battery-equipped newsmen are floor reporters who roam the state delegations getting information and holding interviews. The reporters are Frank McGee, Edwin Newman, John Chancellor and Sander Vanocur.

Each of the four wears a head-set, microphone and twin batteries on their backs. These are topped by antennas, giving the newsmen an outer space look.

If Frankel requests a specific interview, the floor reporter finds the person and brings him to the nearest NBC-TV camera.

The four newsmen spent eight hours on the floor when the convention opened (July 13). Newman reported a sore right knee after his first day on the floor. Vanocur said his right thigh was sore.

Vanocur reported that a kind-hearted North Carolina delegate offered him a bag of peanuts grown in North Carolina. "I'm not against peanuts," Vanocur said, "but what I really wanted was a drink of water."

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NBC NEWS ELECTION YEAR '64

NBC NEWS POLITICAL PERISCOPE--AT THE CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- With the possible exception of nomination hunters, the souvenir hunters are most in evidence at the Republican national convention in the Cow Palace. Campaign buttons, stickers, pamphlets, banners -- all seem to go as fast as they appear.

Among the most popular targets for convention collectors are the 11-by-14 inch color photos of NBC News' correspondents that decorate the NBC installation in the convention hall. During the first day of the convention, those who maintain the display had to replace each of the 40 photos eight times.

* * *

Three NBC News copy boys at the Republican convention can claim second-generation status in the tradition of NBC News' coverage of national political conventions. They are Colin Hagan, son of Chet Hagan, who is producer of NBC News' convention specials; Mike McGee, son of NBC News convention floor reporter Frank McGee; and Jim Cuthbertson, nephew of NBC News convention floor reporter John Chancellor.

* * *

Delegates at the Republican convention all seemingly have equal standing, but NBC News' David Brinkley already has denoted one distinction. All 56 delegates from Texas, Brinkley discovered, had tickets to the \$500-per-person Republican gala here.

* * *
(more)

Overstatement is the order of the day during most political convention weeks, but Julian Goodman, Vice President, NBC News, turned to understatement during an NBC News' staff meeting before the Republican convention opened.

After outlining plans for NBC's coverage of the big political story, Goodman called for any possible questions. Chet Huntley was the first to respond: "Where do I get my credentials to get into the Cow Palace?"

Replied Goodman: "I, personally, will see that you get them. We'd very much like to have you there, Chet."

* * *

The crowded conditions in San Francisco these convention days gave Hugh Downs, host of NBC-TV's "Today" show, a chance to strike a quip for his home town.

While waiting on the curb for a cab, along with a host of others, Downs overheard one disgruntled waiter remark, "It's tough to get a taxi because of all the New Yorkers. They know how to get them."

Replied Hugh, "Well, I'm a New Yorker and I'm waiting, too. It must be all those people from Chicago."

* * *

How-Busy-Can-You-Get Department: NBC News correspondent Elie Abel's parents live in the suburbs of San Francisco, but he has been so busy during the past week that he has been able to see them only for a few minutes -- and then only when they came into town to visit him.

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NBC-7/15/64



NBC NEWS ELECTION YEAR '64

BBC COVERS REPUBLICAN CONVENTION FROM NBC NEWS' HEADQUARTERS

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- The British Broadcasting Corporation is keeping its listeners and viewers informed of developments at the Republican national convention through its broadcast facilities at NBC News' headquarters in the Cow Palace.

BBC representatives have their own office in the NBC complex in keeping with a long-standing news exchange agreement between the two broadcast organizations.

BBC news correspondents Douglas Stuart and Leonard Parkin make daily radio broadcasts -- some of which are carried live by the BBC. Filming also is in progress for several BBC-TV programs including "Panorama." Robin Day, who appears on this program, is working from the Cow Palace.

Ed Rossi, NBC News New York, is coordinating the BBC convention coverage schedule. BBC will have the same kind of facilities at NBC's Convention Center in Atlantic City for the Democratic convention, which begins Aug. 24.

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NBC NEWS ELECTION YEAR '64

CONFESIONS OF A FLOOR WALKER

BY EDWIN NEWMAN, NBC NEWS

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 15 -- One might say I had an excellent seat for the opening of the Republican national convention Monday (July 13), but actually I had no seat. I stood for about eight hours.

By way of identification, I am one of four NBC News floor reporters assigned to wander through the delegations gathering information, interviewing various key Republicans and generally taking the pulse of the convention.

I wear a portable transmitter and receiver, a harness-like contraption that weighs but a few pounds yet looks like something from outer space.

The two battery packs on my back have red-tipped antennas that sprout up behind my head. When I walk, they bob about. The usual line that greets me is, "You look like you're from Mars."

I ran into Art Buchwald on the floor, the celebrated humor columnist, and naturally I expected an appropriate line from him. And he said, "I don't imagine you'd like to hear any more funny jokes."

One of the surprising things was encountering delegates who'd say, "You look fatter in person," or "How come you're taller than you seem on television?"

(more)

Others wanted to talk to me about programs they'd seen me on, and several times I'd hear people say, "Don't move, I'm taking your picture."

I wear a head set over my left ear. This permits me to hear what is going out on the air and to hear any instructions from Eliot Frankel, the producer who controls the floor reporters.

So if I wore a confused expression at any time Monday, it was due to Mr. Frankel and the NBC-TV in my left ear and some delegate on the floor in my right ear.

After spending eight hours walking about the floor, my feet and back were in remarkably good shape. But my right knee hurt. Probably the reward of a misspent youth learning poor posture habits.

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NBC-7/15/64

NBC TRADE NEWS

July 15, 1964

42 FOREIGN BROADCASTERS BUY 1,122 HOURS OF TV PROGRAMMING IN PAST 4 WEEKS FROM NBC INTERNATIONAL

Forty-two foreign broadcasters around the world bought 1,122 hours of television programming in the past four weeks from NBC International, Joseph M. Klein, President, announced today.

United Telecasters Ltd. in Sydney ordered 33 NBC News, Public Affairs and Special Projects programs. Darling Downs Television Ltd. in Toowoomba, Australia, placed orders for "Fibber McGee and Molly," "The Jim Backus Show," "Outlaws," "Laramie" and "Bonanza."

In Adelaide, Television Broadcasters Ltd. ordered "Bonanza," and the same program was ordered by Television Corporation Ltd. in Sydney.

A series of orders placed in Mexico included Telesistema Mexicano for Olympics coverage in Mexico City, Televisora de Mexicali for "Samurai" and "Medic," and Cadina Televisora del Norte in Monterrey for "Pow Wow," "King Leonardo," "Astro Boy," "Michael Shayne," and "Bonanza." Channel Two in Mexico City bought "The Richard Boone Show," Channel Five "Michael Shayne," Televisora de Nuevo Laredo "The Coming of Christ" and Televisora Salvadorena S. A. "87th Precinct."

In South and Central America, Televisora Nacional in Bogota placed orders for "Life with Riley" and "The Loretta Young Show"; Channel 4 in Panama City ordered "The Dick Powell Show," and Channel 2 in Caracas, Venezuela, ordered "The World of Jacqueline Kennedy," "The World of Sophia Loren" and "Astroboy." RTV in Guatemala placed an order for "Bonanza."

(more)

In Canada, CJCB-TV in Nova Scotia ordered "Frontiere" (dubbed in French) and "The Bill Dana Show." CBYT-TV in Newfoundland, "The Best of Groucho," and CFCM-TV in Quebec City "Danger Is My Business" (in French).

In the United Kingdom, Irish TV ordered "Shakespeare: Soul of an Age"; Radio Eireann placed an order for four NBC News Specials, and Ulster TV Ltd. (North Ireland) ordered "Car 54, Where Are You?" Scottish TV Ltd. ordered the NBC News special, "Hemingway," and 26 NBC News documentaries. Westward TV in London ordered "Car 54, Where Are You?" and "Boots and Saddles," and TWW Ltd., also in London, placed an order for "The Deputy." Associated Television Ltd. in London ordered the NBC News special, "Boxing's Last Round," and "Car 54."

Radiotelevisao Portuguesa ordered "Dr. Kildare." Oy Televisio in Helsinki bought "Dr. Kildare." Sveriges Radio in Stockholm placed an order for "87th Precinct," as did Jugoslovenska Radiotelevzijo in Belgrade. The ARD Network in West Germany ordered "Laramie," and Oesterreichischer Rundfunk-fernsehen "The Dick Powell Show."

In Zurich, "Greece: The Golden Age" and "Paris: City of Fashion" were sold to Schweizerische Radio und Fernsehgesellschaft. Nederlandse Televisie Stichting ordered a David Brinkley special. "Britain: The Changing Guard" and "Orient Express" were ordered by Norsk Rikskringkasting in Oslo. RAI in Rome ordered "Dr. Kildare."

Sierra Leone TV, Jamaica TV and Kenya Broadcasting Corp. ordered "The Dick Powell Show." Federal Nigerian Television Service in Lagos ordered "Wild Kingdom." TV Singapore placed an order for "Laramie" and "The Dick Powell Show." Bulgarian TV ordered "Medic," and Arabian-American Oil Co. "The Dick Powell Show."

In Japan, Nippon TV ordered the new NBC-TV 1964-65 series, "Kentucky Jones," and Fuji Telecasting "Victory At Sea" and "Blue Angels."



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

July 16, 1964

NBC-TV'S COVERAGE OF GOP CONVENTION'S THIRD NIGHT ATTRACTS
55 PER CENT OF VIEWERS TUNED TO SESSION

NBC-TV Increases Lead to 20 Per Cent Over Total
Audience of Other Two Networks Combined

NBC-TV's coverage of the Republican national convention Wednesday night, July 15, attracted 55 per cent of the viewers tuned to the convention, increasing to 20 per cent NBC-TV's lead over the total audience of the other two networks combined, according to National Arbitron ratings for the 7:30-11 p.m. EDT time period. The second network attracted 34 per cent of the convention viewers, and the third network 11 per cent.

At the peak convention viewing time Wednesday night, 10:30 p.m. EDT, NBC-TV's audience was estimated at 20,000,000 viewers, compared to the second network's 11,000,000 and the third network's 4,000,000, based on Arbitron ratings.

During the 7:30-11 p.m. EDT time period for the three nights of convention broadcasts, NBC-TV's leadership over the second network has increased from 26 per cent on Monday to 41 per cent on Tuesday to 60 per cent on Wednesday. And, compared to the third network, NBC-TV attracted three times that network's audience on Monday, four times its audience on Tuesday and five times its audience on Wednesday.

(more)

NBC-TV's competitive performance in this convention has surpassed its coverage of the 1960 conventions, when all major rating services reported NBC-TV had attracted a greater audience than the other two networks combined.

The National Arbitron ratings for the 7:30-11 p.m. EDT time period reported NBC-TV averaged a 15.7 rating and a 44 share, the second network averaged a 9.8 rating and a 27 share, and the third network averaged a 3.2 rating and a 9 share.

In New York City, WNBC-TV virtually tripled the combined audience of the other two network stations by attracting 74 per cent of the convention audience during the 7 p.m.-1 a.m. EDT time period Wednesday night, based on Nielsen ratings.

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NBC-New York, 7/16/64



NBC NEWS ELECTION YEAR '64

NBC NEWS SCORES 'FIRSTS' INSIDE AND OUTSIDE COW PALACE
DURING THIRD DAY OF REPUBLICAN CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- NBC News' coverage of the Wednesday, July 15 session of the Republican national convention here produced several clear-cut news beats inside and outside the Cow Palace.

NBC News was the first to interview the wife of Pennsylvania's Governor William W. Scranton after her husband's name was placed in nomination.

NBC News was ahead of the other networks in covering Scranton's arrival at the Cow Palace.

NBC News was the first to interview Scranton's convention manager, Senator Hugh Scott of Pennsylvania, who indicated his candidate "would take action to unify the Republican Party."

For the first time, Europeans saw live coverage of an American political convention. This was made possible by a transmission via the Telstar communications satellite, with NBC-TV acting as the pool network.

Another first was NBC News' use of black beam sound on NBC Radio. The system, which employs ultra-violet light rays as a transmission medium, was used to broadcast an interview from the convention floor.

(more)

Intimate closeups during the day on NBC-TV were made possible by two TV cameras equipped with an "electronic long lens," one of the many technical developments engineered by NBC News to provide the best possible coverage of the convention.

As the convention moved during the day toward nomination of Senator Barry Goldwater, NBC News kept viewers informed of events on the convention floor, and outside the Cow Palace where pickets were demonstrating.

The heart of the network's floor coverage was a "four horsemen" group of correspondents who interviewed key Republicans. The NBC Newsmen -- Frank McGee, Sander Vanocur, John Chancellor and Edwin Newman -- interviewed Michigan's Governor George W. Romney, Winthrop Rockefeller, House Minority Leader Charles A. Halleck, George Lodge, son of Henry Cabot Lodge; Walter Judd, Senator Margaret Chase Smith, Charles Percy and many other GOP figures.

Outside the arena, NBC News' Jack Perkins and, at times, Frank McGee, reported on CORE pickets who were protesting Goldwater's civil rights position.

NBC News began its TV and radio coverage of the convention at 5 p.m. EDT, a half-hour before the session was called to order.

The day's events were climaxed by NBC News' live coverage of Senator Goldwater's first-ballot victory and the addresses of his defeated opponent, Governor Scranton, who moved that the convention unanimously nominate the Arizonan; Senator Everett M. Dirksen of Illinois, former California Senator William F. Knowland, Clare Booth Luce, New York's Senator Kenneth B. Keating and George Murphy, former movie star and now GOP Senatorial candidate in California.

The NBC-TV and radio coverage concluded at 3:10 a.m. EDT, Thursday, July 16.

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NBC- 7/16/64



NBC NEWS ELECTION YEAR '64

DEMOCRATIC VOTERS CONSIDER GOLDWATER STRONGEST GOP CANDIDATE
FOR PRESIDENT, SURVEY COMMISSIONED BY NBC NEWS SHOWS

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- Democratic voters feel Senator Barry Goldwater is the strongest Republican candidate for President, according to a survey commissioned by NBC News.

The nationwide poll asked Democrats to name their choice for President. While President Johnson was named by a large majority, 11 per cent selected Senator Goldwater. Former Vice President Richard M. Nixon was the choice of 10 per cent. Pennsylvania's Governor William W. Scranton was preferred by nine per cent and New York's Governor Nelson A. Rockefeller seven per cent.

The survey was conducted by Elmo Roper and Associates among more than 2,400 voters across the country. First results of the poll were announced July 12 on NBC-TV by NBC News Correspondent Elie Abel, showing that Republican voters preferred President Johnson to Senator Goldwater as President.

The later figures were announced by Abel July 15 on NBC-TV. Abel said, "Goldwater's appeal to Democratic voters is heavily concentrated in the states of the old Confederacy. Although Goldwater draws 11 per cent of the nationwide Democratic vote, he registers 21 per cent among Democrats in the South."

(more)

Abel pointed out that the Arizona Senator's base of popular support among Southern Democrats could grow substantially "if the civil rights crisis gripping the country this Summer should worsen."

The possibility of Alabama's democratic Governor George Wallace running as a third-party candidate, Abel said, could hurt Senator Goldwater by cutting into his support by Southern Democrats.

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NBC-7/16/64



NBC NEWS ELECTION YEAR '64

NBC NEWS TV SPECIAL TO RECAP REPUBLICAN CONVENTION AND PREVIEW DEMOCRATIC CONVENTION

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- NBC News will present a special telecast recapping the Republican national convention and previewing the Democratic national convention Friday, July 17 (8:30-9:30 p.m. EDT) on the NBC-TV Network.

A highlight of the program will be coverage of the re-organization of the Republican National Committee, scheduled for Friday morning in San Francisco. NBC News' Richard Harkness will cover the meeting.

Two political science professors will evaluate the GOP convention. They are Ralph Goldman of San Francisco State College and Charles Jones of the University of Arizona. They will be interviewed by NBC News correspondent Robert Abernethy.

NBC News' Bill Ryan will report from Atlantic City about preparations there for the Democratic conclave. Ryan also will interview Democratic National Chairman John Bailey.

The program will be produced by Chet Hagan.

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NBC NEWS ELECTION YEAR '64

FIRST LIVE COVERAGE OF AN AMERICAN POLITICAL CONVENTION

IS TRANSMITTED TO EUROPE BY TELSTAR SATELLITE

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- The first live television coverage of an American political convention was transmitted to Europe last night (July 15) by the Telstar communications satellite.

The satellite transmission was produced by NBC-TV, which is in charge of the satellite feed for July. The transmission of Republican national convention proceedings from the Cow Palace began at 7:02 p.m. EDT and lasted until 7:45 p.m. EDT. It included coverage of the floor demonstration for Senator Barry Goldwater after his name was placed in nomination, and the seconding speeches by former Senator William Knowland of California and Mrs. Clare Booth Luce. Taped excerpts of the nominating speech by Senator Everett M. Dirksen of Illinois, made just before the satellite transmission, also were presented.

The transmission was carried live by the British Broadcasting Corporation in England (where it was seen from 12:02 to 12:45 a.m. local time). The program was also taped by ITN, the British commercial network, for showing again later in the day in England and to be fed again to the Eurovision countries. The picture quality as received in Europe was reported to be excellent, as was the natural sound from the convention floor.

Although this was the first live satellite transmission of the Republican convention, to Europe, daily taped coverage has been seen in Europe earlier this week. -----o-----



NBC NEWS ELECTION YEAR '64

NBC'S "ELECTRONIC LONG LENS" PROVIDES INTIMATE CLOSEUPS
OF DELEGATES ANYWHERE IN CONVENTION FLOOR

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- Radio East and Section 125 are giving NBC News intimate closeups of delegates in the most remote corners of the Republican convention floor.

Radio East and Section 125 are two television cameras equipped with NBC's new "electronic long lens" camera systems, which were developed especially for convention coverage. Their names refer to their positions in the Cow Palace -- NBC's radio anchor booth and a section of the hall adjacent to the TV anchor booth of Chet Huntley and David Brinkley.

"We're using them constantly," said William H. Trevarthen, Vice President, NBC Operations and Engineering. "With these cameras we can get a good single (closeup of one person) or two-shot (picture of two people) anywhere on the floor.

"They're so powerful that from the radio booth at one end of the hall we can focus on a chair in the last row of alternate delegate seats at the opposite end of the hall, and read the small lettering on the chair's Cow Palace sticker.

"We can pick out a certain delegate for a closeup, and then move a portable camera to his location for an eye-level shot. It gives us a flexibility we never had before."

(more)

The focal length of these cameras can be increased up to twice their normal magnifying power. One camera has an effective focal length range of 40 to 80 inches, and the other a range of 80 to 160 inches. The cameras have push-button control that increases the magnification in four stages to provide the most effective shot.

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NBC'S BLACK BEAM SYSTEM IS EFFECTIVE

IN INTERVIEW ON CONVENTION FLOOR

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 16 -- NBC News successfully utilized its black beam sound system in an interview on the Republican convention floor that was broadcast on the NBC Radio Network yesterday (July 15).

NBC News correspondent Elmer Peterson questioned Colorado's Governor John A. Love. The interview was carried live shortly after 6 p.m. EDT.

The black beam sound system employs a transmitter which sends out ultra-violet light rays in all directions. A receiver picks up the light, amplifies it and converts it into electrical energy.

The black beam system provides NBC News with two additional audio channels from the convention floor. The system will be used also during the Democratic national convention.

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NBC-7/16/64



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

NBC NEWS DRAWS LARGER NATIONWIDE TV AUDIENCE THAN OTHER

TWO NETWORKS COMBINED IN COVERAGE OF GOP CONVENTION

NBC News Presents 40 Hours and 8 Minutes of TV Coverage,

More Than Any Other TV Network, for 4-Day Period

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- NBC News' coverage of the Republican national convention attracted a larger nationwide television audience than the combined audience of the other two networks, according to National Arbitron ratings.

NBC-TV's share of viewers watching convention coverage Monday through Thursday nights (July 13-16) totaled 51 per cent; the second network averaged 36 per cent of the convention audience, and the third network averaged 13 per cent, during the 7:30-11 p.m. EDT time period each night.

NBC Research estimated 110,000,000 people in the United States watched some portion of the four days' coverage of the GOP convention.

NBC News presented 40 hours and eight minutes of convention coverage on television during the four-day period, which was more than the coverage on any other TV network. Including special coverage, the entire convention coverage on NBC-TV from Monday, July 6 through Friday, July 17 will span 50 hours and 58 minutes.

NBC News' radio coverage of the convention from July 6 through July 17 will total 47 hours and 16 minutes. This is the most extensive coverage of a single news event by any radio network.

(more)

The television and radio coverage of developments at the Cow Palace and of news conferences, caucuses and other activities in downtown San Francisco produced several news beats and a number of "firsts." The TV and radio programming was sponsored by the Gulf Oil Corporation.

For the first time, Europeans saw live television coverage of an American political convention. This was made possible by a transmission Thursday via the Telstar communications satellite, with NBC-TV acting as the pool network. The transmission was carried live by the British Broadcasting Corporation in England, and taped for later showing in England and to be fed to Eurovision countries.

Another "first" on Thursday was NBC News' use of black beam sound for an interview from the convention floor which was carried on NBC Radio. The system employs ultra-violet light as a transmission medium.

Chet Huntley and David Brinkley were anchormen of the television coverage. Outstanding coverage of events on the convention floor was provided by floor reporters John Chancellor, Frank McGee, Edwin Newman and Sander Vanocur, who became known around the Cow Palace as the "four horsemen."

NBC-TV was the only television network to broadcast continuous coverage of the convention on its opening day (Monday, July 13), remaining on the air during the recess between the first and second sessions. It was the first on the air with live coverage of former President Eisenhower's news conference. The other networks picked up the conference in progress.

The Huntley-Brinkley anchor team was spelled during the recess by NBC News correspondents Nancy Dickerson and Ray Scherer.

(more)

Tuesday's coverage (July 14) gave floor reporter John Chancellor his "finest hour." He was escorted off the floor by police after he refused to leave when a sergeant-at-arms ordered the aisles cleared. NBC received many telegrams commending Chancellor for his action.

Earlier that evening, Chancellor scored two news beats. He reported that New York's Governor Nelson A. Rockefeller would try to address the convention with a resolution for the party platform. Chancellor also was the first network newsman to interview Pennsylvania's Senator Hugh Scott, convention manager for Governor William W. Scranton.

The second day coverage (July 14) began with a news conference with former Vice President Richard M. Nixon, carried live on television and radio. Key interviews during the convention session were provided by NBC's floor reporters. In one of these, Edwin Newman spoke with Mrs. Barry Goldwater -- while he was carried on the shoulders of a husky cameraman so that he could reach the box in which she was sitting. After the session concluded, NBC News carried live TV coverage of a civil rights demonstration.

NBC News beats July 15, the convention's third day, included these: the first interview with Governor Scranton's wife after her husband's name was placed in nomination; first coverage of Scranton's arrival at the Cow Palace, and the first interview with Senator Scott.

The July 15 events were climaxed by NBC News' live coverage of Senator Goldwater's first-ballot victory and Scranton's address.

First confirmation that Representative William E. Miller of New York had been chosen by Senator Goldwater as the Republican Vice Presidential candidate was reported on a special 55-minute NBC News

(more)

program Thursday, July 16, the final convention day. The special program began with this announcement, which had been made a few minutes before air time. The program included live coverage of activities at Goldwater Headquarters, Scranton's news conference, General Eisenhower's coffee reception for party leaders, and a meeting of the California delegation.

Coverage of the final session included Miller's nomination as Goldwater's running mate, Nixon's introductory speech for Goldwater, and Goldwater's address.

After the session adjourned, NBC-TV carried reactions by the four television floor reporters.

Peter Hackes and Russ Ward were anchormen of the radio coverage, and Morgan Beatty and Robert McCormick were convention analysts. The radio floor reporters were Ron Nessen, Elmer Peterson, Charles Quinn and Bryson Rash.

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NBC-7/17/64



NBC NEWS ELECTION YEAR '64

PRESIDENT ROBERT E. KINTNER CONGRATULATES NBC ORGANIZATION
FOR 'BEST COVERAGE OF REPUBLICAN CONVENTION'

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- The following message of congratulations was sent yesterday by Robert E. Kintner, President of the National Broadcasting Company, to the NBC organization:

Bob Sarnoff and I are extremely appreciative of the splendid work done by the NBC men and women in providing and supporting what was clearly the best coverage of the Republican convention.

By best, I mean the most understandable, meaningful, comprehensive and professional reporting and interpretation of the complex and fast-moving developments. The quality of this coverage was recognized by viewers who tuned to NBC in larger numbers than to the other two television networks combined, and by critics across the country who acclaimed its superiority.

We want to express our appreciation to everyone who contributed to this phenomenal success, from those in our news organization and technical departments, to all others who supplied the many supporting services that made possible the effective accomplishment of a task of such scope and challenge.

(more)

You can all take pride in the results which represented an important service to the American public and via satellite to audiences overseas, and which again affirmed so dramatically NBC's preeminence in news and the efficiency of the NBC organization.

Robert E. Kintner

President

National Broadcasting Company

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NBC-7/17/64



NBC NEWS ELECTION YEAR '64

NBC NEWS' RADIO COVERAGE OF GOP CONVENTION WAS MOST EXTENSIVE
REPORTING OF A SINGLE NEWS EVENT BY ANY RADIO NETWORK

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- NBC News' radio coverage of the four-day Republican national convention (July 13-16) was the most extensive reporting of a single news event, by any radio network, according to Russell C. Tornabene, executive producer.

From Monday, July 6, through Friday, July 17, NBC Radio will have broadcast 47 hours, 16 minutes coverage of the GOP conclave, and preceding events.

"During the convention, we originated all the 'News-on-the-Hour' broadcasts and five hours of 'Monitor,' during the weekend preceding the convention's opening," Tornabene said.

NBC News' team of radio correspondents produced more than their share of "firsts." Robert McCormick, who functioned as a convention analyst, was the first to report that GOP National Chairman William E. Miller of New York would be Senator Barry Goldwater's choice as Vice Presidential nominee.

NBC News' Elmer Peterson played a part in another "first," the use of black beam sound, in an interview from the convention floor. Black beam sound employs ultra-violet light to transmit sound from the

(more)

2 - NBC News' Radio Coverage

interviewer to a control booth, where it is amplified and reconverted into sound.

NBC Radio presented 10 convention specials during the period from July 12-17. NBC News' entire radio coverage was sponsored by the Gulf Oil Corporation.

James Holton was producer for the radio coverage.

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NBC-7/17/64



NBC NEWS ELECTION YEAR '64

REPRESENTATIVE WILLIAM E. MILLER TO BE INTERVIEWED ON
NBC'S "MEET THE PRESS" SUNDAY, JULY 19

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 --

Representative William E. Miller of New York, the 1964 Republican nominee for Vice President, will be the guest on NBC's "Meet the Press" Sunday, July 19 (NBC-TV Network, telecast in black and white, at 6 p.m. EDT; NBC Radio Network at 6:30 p.m. EDT). The program will originate in San Francisco, where he was nominated last night by the Republican national convention.

Representative Miller will be interviewed by Jack Bell of the Associated Press, Rowland Evans of the New York Herald-Tribune, Paul Martin of the Gannett Newspapers and Richard Harkness of NBC News. Lawrence E. Spivak, producer and permanent panelist of "Meet the Press," will be the moderator.

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NBC NEWS ELECTION YEAR '64

NBC NEWS' SPECIAL STAFF WIRE SERVICE CARRIED
MORE THAN 2,200 CONVENTION STORIES

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- More than 2,200 stories were carried on NBC News' Special Staff Wire Service in San Francisco during the Republican national convention.

The news service was organized to provide news, background material and coverage suggestions to NBC commentators, newscasters, producers, directors and cameramen.

The news wire was in service 10 full days, starting July 7. It opened at 12 Noon EDT each day and remained in operation late into the evening. During the week of the convention, the wire did not close until after each session ended.

The only time the wire shut down during the day was on July 9, when the Cow Palace was evacuated for 10 minutes because of a bomb scare.

The number of individual stories carried each day averaged more than 200, reaching as many as 290 on July 15, the day of the balloting for the Republican presidential nomination.

According to Rex Goad, Director of News for NBC, almost all the NBC News service material was used by Chet Huntley and David Brinkley, NBC-TV anchormen, and Russ Ward and Peter Hackes on NBC Radio.

(more)

2 - Staff Wire Service

It provided them with fast coverage of important convention developments as soon as the information became available to NBC News reporters who were close to the delegations.

Working with Goad in staffing the interior service where editor Sam Sharkey, News Director of KING-TV, NBC affiliate in Seattle (Wash.); assignment editor William B. Monroe Jr., NBC Director of News, Washington; and rewriter Frank Kelley of NBC News, New York staff.

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NBC-7/17/64



NBC NEWS ELECTION YEAR '64

NBC NEWS PREPARES TO MOVE TO ATLANTIC CITY

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- Late Tuesday night, July 21, a caravan of five large vans will leave this city for a 2,500-mile trip to Atlantic City, N.J.

The trucks will contain about 160 tons of NBC News technical equipment: TV cameras, lights, booms microphones, headsets -- a mountain of electric and electronic equipment. They will travel from the Cow Palace, where NBC News provided four days of extensive TV and Radio coverage of the Republican national convention, to Convention Hall in Atlantic City. There the equipment will be used in NBC's coverage of the Democratic national convention Aug. 24-28.

Warren Phillips, technical coordinator for NBC News, says workmen are already building crates and assorted boxes. He will have a staff of 170 gathering the equipment for loading on the 40-foot-long vans. The vans will arrive in Atlantic City within 10 days, after which another team of workmen will begin the laborious task of reassembling the material.

The non-technical equipment, which will occupy a sixth van, will be packed and shipped Saturday, July 18. Alan "Scotty" Connal, head unit manager for NBC News for the convention coverage, said the desks, phones, typewriters and other office equipment rented for the GOP convention would also be rented for the Democratic convention.



NBC NEWS ELECTION YEAR '64

'NEWMANISMS' 1964

NBC CONVENTION CENTRAL, SAN FRANCISCO, July 17 -- "We have had many telegrams suggesting that Huntley and Brinkley form a ticket and run themselves," NBC News correspondent Edwin Newman reports. "Frankly, they would like to, but each offered the other the Vice Presidency, and so they have had to let it go."

As he did four years ago, Newman has prepared a humorous analysis of some of the many telegrams sent to NBC News during the course of its coverage of the 1964 GOP convention. Here are more of his 1964 "Newmanisms":

"We have been instructed that Governor Scranton's trailer is not a trailer but a mobile home. That word, oddly enough, comes from a representative of the mobile home, or trailer, industry."

"Lenerose of Pleasant Hill, Calif., notices that Brinkley no longer twiddles his thumbs, as he did in 1960."

"Finally, a personal note to Saul K. Berg of Teaneck, N.J., who asks that a picture of a younger Edwin Newman be flashed on the screen. Mr. Berg, there is no younger Edwin Newman.

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

July 20, 1964

HELENA RUBINSTEIN BUYS INTO 10 NBC-TV NIGHTTIME SHOWS

Helena Rubinstein Inc. has purchased sponsorship in 10 nighttime programs on NBC-TV during 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The nine shows are "Monday Night at the Movies," "The Andy Williams Show," "The Jonathan Winters Show," "The Alfred Hitchcock Hour," "Mr. Novak," "The Virginian," "Wednesday Night at the Movies," "International Showtime," "That Was the Week That Was" and "Kentucky Jones."

The agency for Helena Rubinstein is Ogilvy, Benson & Mather.

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NBC TRADE NEWS

July 20, 1964

TWO APPOINTMENTS ANNOUNCED FOR CENTRAL SALES, NBC-TV

Appointments of Robert J. Keenan to Account Executive and Richard E. Masiolotti to Sales Planning and Development Manager, Central Sales, NBC-TV, Chicago, were announced today by Angus Robinson, Vice President, Central Sales, NBC Television Network.

Keenan has been Manager of Sales Planning and Development in the Central Division for the past three years. A nine-year NBC veteran, he was a Sales Development representative with NBC-TV in New York before going to Chicago in April, 1961. He began with NBC as a page in the network's New York studios.

Keenan attended Fordham and Columbia Universities and served in the U. S. Army for two years. Keenan, his wife and two sons live in suburban Glen Ellyn, Ill.

Masiolotti, who succeeds Keenan as Sales Planning and Development Manager, has been senior assistant in Sales Planning since last September. A graduate of Northwestern University, he spent four years with ABC and was Manager of Daytime TV Sales Service before joining NBC. Before that, he was a sales representative with Frank A. Sause Enterprises.

Masiolotti, his wife and two daughters reside in Des Plaines, Ill.

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July 20, 1964

VANISHING 'SMALL-TOWN' IS FOCUS OF FULL-HOUR COLOR
SPECIAL WITH FREDRIC MARCH AS NARRATOR

5 Towns Are Visited for NBC Special Projects Program

NBC Special Projects will explore the revolution under way in small-town America in a full-hour color television program, "Small Town," with stage and screen star Fredric March as narrator on-and-off-camera.

Donald B. Hyatt, Director of NBC Special Projects, announced the program today. Hyatt, who is executive producer of the program, said it will be presented on the NBC-TV Network Friday, Sept. 18 (10-11 p.m. EDT), under sponsorship of The Savings and Loan Foundation.

Eugene S. Jones is producer and director of the TV special, which has been filmed in five small towns during a 10-week period of location shooting. Ernest Pendrell is the scriptwriter, and Robert Emmett Dolan the composer of the orchestral score.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York, N. Y. 10020

**U.S. ATTORNEY GENERAL TO ACCEPT CHECK FOR \$6,000
FOR THE JOHN F. KENNEDY MEMORIAL LIBRARY
FROM HOST OF "YOU DON'T SAY!"**

FOR RELEASE MONDAY, JULY 20

U. S. Attorney General Robert F. Kennedy will accept a check for \$6,000 in Chicago on behalf of the John F. Kennedy Memorial Library from Tom Kennedy, host of NBC-TV's "You Don't Say!" color series (Monday through Friday, 3:30 p.m. EDT).

The presentation will take place Wednesday, July 22 at the Admiral Display Salon, 643 N. Michigan Ave., where the touring JFK Memorial Library exhibition will be on view for a week during its Chicago engagement.

The donation is the result of special "You Don't Say!" competition in which guest celebrities Peter Lawford, Abby Dalton and Pat Carroll, plus Tom Kennedy (as a contestant) played the game, with all prize money to be donated to the Library. Taped in advance, these special programs will be telecast the week of July 20-24. Jack Narz was emcee.

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

July 21, 1964

'CHOOSING A CANDIDATE'

NBC News Special Focuses on Steps in Goldwater Victory

--Interview with Presidential Nominee Is Feature

"Choosing a Candidate," a full-hour NBC News special examining in detail how the Republicans selected a Presidential candidate, will be telecast on NBC-TV Thursday, July 30 (7:30-8:30 p.m. EDT).

Produced by Chet Hagan, the program will be a documentary-in-depth on how Senator Barry Goldwater and his forces achieved their convention victory. Filming of the program began in March with the Republican primary in New Hampshire, and it includes the best of more than 120,000 feet of film taken by NBC News' camera crews as the primary campaign developed.

An extensive film interview with Senator Goldwater will be a feature of the program. It will embody the senator's own interpretation of the strategy he used in gaining the nomination.

NBC-TV PROGRAM HIGHLIGHT JULY 30

CHOOSING A CANDIDATE -- A full-hour NBC News special examining in detail how the Republicans chose Senator Barry Goldwater as their Presidential candidate.

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NBC TRADE NEWS

July 21, 1964

ROBERT G. BAAL IS APPOINTED DIRECTOR, SALES, NBC RADIO NETWORK

Appointment of Robert G. Baal as Director, Sales, NBC Radio Network, was announced today by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

Mr. Baal, who has a wide and diversified background in broadcast sales, will supervise NBC Radio's Eastern, Central and Western Sales offices as well as Sales Development.

Since October, 1962, Mr. Baal was Vice President and General Manager of Broadcast Development Corporation and a consultant to National Television Sales Inc.

Mr. Baal was with the Columbia Broadcasting System for six years, beginning as a sales promotion writer for WCBS in February, 1956. He was appointed to a key position with the CBS-TV Network Sales Service department in September, 1957, and one year later joined the sales staff of WCBS-TV. Later he became Senior Account Executive and Sales Supervisor, the position he held through September, 1962.

After his graduation by Bates College in 1950, Mr. Baal served in the U.S. Army for two years. He is a member of the International Radio and Television Society, the Academy of Television Arts and Sciences, and the Westchester Country Club, and is Director of the American Lutheran Publicity Bureau.

Mr. Baal is married to the former Ruth Kohl of Larchmont, N.Y. They live in Manhattan with their daughter, Robin, and son, Robert.

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TOKYO 1964



JACK TRACY
ROOM 320

2-X-H

NBC SPORTS, A DEPARTMENT OF NBC NEWS

July 22, 1964

OPENING CEREMONIES OF 1964 SUMMER OLYMPICS IN TOKYO TO BE TELECAST
LIVE THROUGHOUT THE U.S. ON NBC-TV NETWORK

VIA NEW SYNCOM III SATELLITE

History-Making NBC News Program Scheduled for Oct. 10

The opening ceremonies of the 1964 Summer Olympics in Tokyo will be telecast live throughout the United States on the NBC-TV Network Saturday, Oct. 10, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

The history-making transpacific TV transmission will utilize the new Syncom III communications satellite scheduled to be launched into space by the National Aeronautics and Space Administration (NASA) on Aug. 18. Subject to its successful launch and subsequent operation, NASA will make the satellite available to the Communications Satellite Corporation for the Olympics coverage.

As now planned, the program will be telecast in the U.S. beginning 1 a.m. EDT (2 p.m. Japanese time that same day), and will cover all the pageantry of the debut of the Olympics up to and including the traditional lighting of the Olympic Torch. The program will last for approximately two hours.

NBC News producer James Kitchell will be producer of the special program. NBC, which has exclusive rights to TV coverage of the

(more)

NBC SUMMER OLYMPICS
S DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK CITY, NEW YORK 10020

Olympics in the U.S., will make both picture and sound available to other American networks and individual stations on a voluntary basis.

The Japanese origination of the program will be in charge of Nippon Hoso Kyokai (NHK), that government's broadcasting company. The TV signal will be beamed into space from a sending station outside of Tokyo up to Syncom (orbiting 23,000 miles above the earth) and thence to a receiving station at Point Mugu, Calif., where it will be picked up by NBC-TV and broadcast on its nationwide network.

If the launch and subsequent operation are successful, Syncom III will be the newest communications satellite to be put to use in transoceanic telecasting. Of its two predecessors, Syncom I is inoperative at this time, and Syncom II is being used primarily for telephone communications.

The Oct. 10 live telecast across the Pacific will inaugurate NBC News' exclusive coverage of the XVIII Olympiad, which will run through Oct. 24. Daily telecasts of the events will be presented on NBC-TV each evening while the Games are in progress. Longer programs will be scheduled on weekend dates. An hour-long Olympic Preview in color is scheduled Monday, Sept. 28 (10-11 p.m. EDT).

NBC-TV will present at least $16\frac{1}{2}$ hours of programming on the Olympics. With the exception of the live presentation on Oct. 10, tapes of the events will be flown across the Pacific each day.

Commentators for the NBC-TV coverage will be Bud Palmer, Jim Simpson, Bill Henry and former Olympic decathlon champion Rafer Johnson.

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NBC-New York, 7/22/64

NBC TRADE NEWS

July 22, 1964

NESTLE CO. BUYS INTO 6 NBC-TV NIGHTTIME SHOWS FOR 1964-65

The Nestle Co., Inc. has purchased sponsorship in six NBC-TV nighttime programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Andy Williams Show," "The Jonathan Winters Show," "Daniel Boone," "Mr. Novak," "The Virginian" and "International Showtime."

The Nestle order was placed through Leo Burnett Co.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

July 22, 1964

"HARLEM--TEST FOR THE NORTH"

NBC News' Full-Hour TV Special to Examine Background
of Harlem and Cause of the Rioting

New York City's riot-torn Harlem will be the subject of a full-hour NBC News television special, "Harlem: Test for the North," Sunday, July 26 (5-6 p.m. EDT). It will preempt the regularly-scheduled "Sunday" program.

Chet Hagan will produce the special, which will be part film, part live. "In the context of the current rioting and unrest," Hagan said, "we will try to show the background of Harlem and why this rioting took place -- why the unrest."

NBC News correspondent Edwin Newman will be anchor man. Bob Teague and Geoffrey Pond, who have been covering the rioting for NBC News, will be correspondents in the TV special.

Eugene Farinet will be the news editor and head writer, Jerome Jacobs an associate producer and writer, Karl Hoffenberg an associate producer and Helen Marmor a writer.

NBC-TV PROGRAM HIGHLIGHT JULY 26

HARLEM: TEST FOR THE NORTH -- NBC News' full-hour special dealing with New York City's riot-torn Harlem.

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

July 23, 1964

"TODAY" SHOW WILL TAKE FULL STAFF TO ATLANTIC CITY
FOR WEEK'S COVERAGE OF DEMOCRATIC CONVENTION

NBC-TV's "Today" show, which spent a week in San Francisco covering the Republican convention, is preparing to move to Atlantic City with a full staff for the Democratic national convention, which starts Aug. 24.

"Today" will broadcast live from the Claridge Hotel, the Democratic headquarters hotel, Aug. 24-28 (Monday-through-Friday 7-9 a.m. EDT). The hotel's second-floor balcony, which overlooks the Atlantic Ocean, will be the program's "studio," from which host Hugh Downs, Jack Lescoulie and Maureen O'Sullivan will broadcast. Frank Blair will present his news reports from NBC News' headquarters at Convention Hall, where the delegates will meet.

"Because our operation in San Francisco was so successful," said "Today" producer Al Morgan, "we will be following the same basic format in Atlantic City next month. Essentially, each program will contain taped highlights of the previous day's convention session, an interview with a newsworthy guest, entertainment and convention features."

As in San Francisco, "Today" will have a staff of 50, including producers, directors, writers, researchers, production assistants and engineers, on around-the-clock assignments to prepare each telecast.

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"Today" will have three tape units at its disposal in Convention Hall for taping and editing the highlights of each session. Also, after each session, "Today" will use NBC News' television facilities at the Hall to tape interviews with key newsmakers for telecast the next morning. NBC News correspondents covering the Democratic gathering will conduct these interviews.

The program will have its own newsroom at Convention Hall, where its news writers and editors will prepare "Today's" four daily news reports, to be presented by Blair.

Other members of the "Today" staff will be scouting Atlantic City for live and film features on the convention as well as the host city. Musical entertainment will be a regular part of each day's program, as it was in San Francisco.

"There will be one big difference in our coverage that will make many members of our staff happy," adds Morgan. "We will be going on the air at our regular time at this convention, at 7 o'clock in the morning (EDT). In San Francisco, because of the time difference, we had to start three hours earlier at 4 o'clock local time. We had some mighty tired people there, to say the least."

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NBC-New York, 7/23/64

NBC TRADE NEWS

July 23, 1964

RAY TIMOTHY AND DON DOUGLAS ARE APPOINTED ACCOUNT EXECUTIVES, NBC-TV SPOT SALES

Appointments of Ray Timothy and Don Douglas as Account Executives, NBC-TV Spot Sales, was announced today by Dick Bergh, Eastern Sales Manager, NBC-TV Spot Sales.

Since 1962 Mr. Timothy was Manager, Co-op Sales, NBC Television Network. Mr. Douglas joins NBC from Harrington, Righter and Parsons, station representatives, where he was an Account Executive since 1962.

Mr. Timothy joined NBC in 1954 in its Guest Relations Department. He joined the Sales Service Department of the NBC-TV Network in 1960 and was appointed Regional Business Manager, Co-op Sales, in 1961. He is a graduate of Queens College, N.Y., and Brooklyn Law School, and has been admitted to the New York bar. Mr. Timothy and his wife live in Hartsdale, N. Y.

Mr. Douglas, before joining Harrington, Righter and Parsons, was a Media Supervisor with Dancer-Fitzgerald-Sample in New York and Taithum Laird in both New York and Chicago. He is a graduate of Illinois Wesleyan. Mr. Douglas and his wife live in Manhattan.

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DENNIS WEAVER, STAR OF 'KENTUCKY JONES,' WILL BE GRAND MARSHAL OF SHRINE ALL-STAR GRID GAME AND PARADE IN PORTLAND, ORE.

Dennis Weaver, who will star in the title role of NBC-TV's new Fall series, "Kentucky Jones," will be grand marshal of the 1964 Shrine All-Star football game and parade in Portland, Ore., Saturday, Aug. 8.

Weaver, accompanied by his wife and three sons, also will visit the Shrine Crippled Children's Hospital which benefits from proceeds of the annual football classic.

His first public appearance will be in the pre-game parade in Portland's West Side business district. His second appearance will be at the half-time intermission of the football game at Multnomah Stadium. During his visit to Portland, Weaver will hold press interviews and make local television appearances. Arrangements for his appearance at the 1964 Shrine All-Star football game were made by the NBC Promotion Department.

"Kentucky Jones," which co-stars Ricky Der and Harry Morgan, will premiere Saturday, Sept. 19 (8:30-9 p.m. EDT).

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NBC-New York, 7/23/64

NBC INTERNATIONAL IS CHOSEN FOR UNPRECEDENTED PROJECT
TO PROVIDE SAUDI ARABIA WITH 13 TV STATIONS

FOR RELEASE MONDAY, JULY 27

An international TV undertaking unprecedented in size -- to provide Saudi Arabia with 13 television stations -- was announced today by NBC International, a division of NBC Enterprises. Saudi Arabia has selected NBC International for this project.

"This is one of the most significant and extensive agreements ever entered into by NBC International," George A. Graham Jr., Vice President in charge of NBC Enterprises, said in making the announcement. "NBC International is proud to be selected for this important program that will bring television to the people of Saudi Arabia."

The project, which will be in process of development for the next 10 to 12 years, will require an initial staff of 21 American technicians, plus about 70 Saudis. Fifty or more Americans will be added as the project advances.

The initial phase, now under way, calls for the installation and operation, by next April, of two interim television stations -- one each at Jidda and Riyadh. Subsequently, in the years that follow, these will be replaced by permanent installations, and additional stations will begin operations in Mecca, Taif, Medina, Buraidah-Enaize and Al Kharj.

(more)

The first two stations will have complete live capability, including tape and a mobile van at each station. Eventually, each station in the country is expected to be linked by micro-wave relay.

Because non-Islams are not permitted in Mecca, when work on that particular installation is begun it will be in the form of a relay station in the hills above the city, to be moved later on as the Saudis take over operation.

The entire project is being underwritten by the Saudi Arabian government as one of the phases of a program of modernization and advancement sponsored by the administration of Prince Faisal. He aims to acquaint the world with his country's culture, through the medium of television, as well as to broaden the outlook of his people.

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NBC-New York, 7/24/64

NBC TRADE NEWS

NBC RADIO SALES APRIL 16 THROUGH JULY 17 EXCEED \$5,000,000,
MARKING 78.7 GAIN OVER SAME PERIOD IN 1963

FOR RELEASE MONDAY, JULY 27

"From April 16 through July 17, NBC Radio Network sold more than \$5,000,000 in new and renewal business, a 78.7% increase over sales during the same period last year. Total sales for all of last year were our biggest since our format change in 1960," William K. McDaniel, Executive Vice President in charge of the NBC Radio Network, announced today.

"This demonstrates once again advertiser awareness of radio's ability to move merchandise. But this sponsor enthusiasm is hardly surprising in view of the enormous dimensions of radio today. The nation has more radios than it has people, some 214,000,000 sets. Radio can certainly be called the nation's most universal communications and advertising force," he said.

A highlight of the network's new business was the return of the Pet Milk Company to network radio after a 10-year absence.

The clients (and their respective agencies) who account for the more than \$5,000,000 total are: Bristol-Myers (through Young & Rubicam Inc.); P. Lorillard Company (through Lennen & Newell Inc.); Chrysler Corporation (Young & Rubicam Inc.); Chrysler Certified Car Care (Young & Rubicam Inc.); Campbell Soup Company (Needham, Louis & Brorby Inc.); General Mills Inc. (Knox-Reeves Advertising); The Singer Company (J. Walter Thompson Company); Newsweek (through Joe Gans); Bank of America (through Johnson & Lewis Inc.); Gillette Safety Razor Company
(more)

(through Maxon Inc.); Holiday Inns (through The John Cleghorn Agency); R D Hairdressing (through Raymond Spector); and Rexall Drug Company (through Batten, Barton, Durstine & Osborn Inc.).

Also, Raybestos-Manhattan (through Gray & Rogers Inc.); Oldsmobile (through D. P. Brother & Company); Armour & Company (through Foote, Cone & Belding); Liggett & Myers (J. Walter Thompson Company); General Electric Company (through Batten, Barton, Durstine & Osborn Inc.); Dodge (through Batten, Barton, Durstine & Osborn Inc.); The Pillsbury Company (Campbell-Mithun Inc.); Grove Laboratories (Gardner Advertising); Shulton Inc. (through Wesley Associates); and National Association of Insurance Agents (through Doremus & Company).

And McCulloch Corporation (through Fuller & Smith & Ross); Lincoln-Mercury (through Kenyon & Eckhardt); Ford Motor Company (through J. Walter Thompson Company); Plymouth-Valiant (through N. W. Ayer and Son Inc.); Pet Milk Company (through Gardner Advertising); and Opel (through McCann-Erickson Inc.).

The renewals are: Evangelical Foundation (through Wermen & Schorr Inc.); R. J. Reynolds Tobacco Company (through William Esty Company Inc.); and Mail Pouch Tobacco Company (through Warwick & Legler Inc.).

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NBC-New York 7/24/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

LUCI BAINES JOHNSON WILL DISCUSS PUBLICLY, FOR FIRST TIME,
HER LIFE IN WHITE HOUSE DURING 'TODAY' INTERVIEW

Also Narrates 'Peter and the Wolf' with Youth Symphony
Orchestra Conducted by Van Cliburn

FOR RELEASE MONDAY, JULY 27

A two-part interview with Luci Baines Johnson, in which she discusses publicly, for the first time, her life in the White House and also her recent performance as narrator of "Peter and the Wolf" with the Interlochen Youth Symphony Orchestra, will be presented on NBC-TV's "Today" show Wednesday, July 29, and Friday, Aug. 7.

The interviews and performance were filmed July 22 at the National Music Camp in Interlochen, Mich.

On Wednesday, July 29 (during the 7:30-8 a.m. segment of the 7-9 a.m. EDT program), Miss Johnson, the President's younger daughter, talks with "Today" reporter Barbara Walters about her participation in the concert, her first public performance. Miss Johnson narrates Prokofiev's "Peter and the Wolf," with the 150-member youth orchestra conducted by pianist Van Cliburn, as filmed during a dress rehearsal. Van Cliburn also talks with Miss Walters about his early musical training, and offers advice to young musicians and their parents.

In an interview to be telecast Friday, Aug. 7 (7:30-8 a.m. EDT) on "Today," Miss Johnson talks to Miss Walters about how it feels living in the White House, how being there has affected her life and privacy, and how she and her older sister were prepared for the possibility that their father might be elected President.

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JOHN L. 'JACK' CARSON, SALESMAN IN EASTERN OFFICE
OF NBC-TV NETWORK, DIES at 53

John L. "Jack" Carson, a salesman in the Eastern Office of the NBC Television Network, died this morning (July 24) at his home in Bronxville, N. Y. He was 53 years old.

Since Mr. Carson joined NBC on Nov. 15, 1950, he served as a salesman for the Television Network. Prior to joining NBC, he was self-employed as head of J. L. Carson promotions and before that, from 1947 to 1950, he was an Account Executive with the Lennen & Mitchell advertising agency. From 1936 to 1947, except for two year's military service, he was with N. W. Ayer & Son advertising agency, also as an Account Executive.

He served in the U. S. Navy as a Communications Officer from March, 1944, to February, 1946. From 1932 to 1936 he was a reporter for the Philadelphia Public Ledger.

He was a graduate of Penn State College (1932) and Wayne, Pa., High School (1928).

Mr. Carson is survived by his wife, Catherine, and two daughters, Pamela and Christina.

Funeral arrangements will be announced.

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NBC-New York, 7/24/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

July 24, 1964

'HUNTLEY-BRINKLEY REPORT' TO OFFER SPECIAL FEATURES ON HARLEM

A special series of features on the "roots of violence in Harlem" will be presented on NBC News' "Huntley-Brinkley Report" beginning Monday, July 27.

Reuven Frank, executive producer of the program, said the series will examine the foundations of Harlem's social structure to show the way of life that erupted into riots this week. NBC Newsmen working on the special series include Patrick Trese, Wallace Westfeldt, Richard Hunt, Jack Perkins and Geoffrey Pond.

"The Huntley-Brinkley Report" is telecast on the NBC-TV Network Mondays through Fridays at 6:30-7 p.m. EDT (first feed) and 7-7:30 p.m. EDT (second feed).

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

July 27, 1964

NBC NEWS TO CONVERT ROLLING BOARDWALK CHAIR AT ATLANTIC CITY INTO MOBILE RADIO UNIT DURING DEMOCRATIC CONVENTION

The rolling boardwalk chair, a familiar Atlantic City sight, will be turned into a special radio mobile unit by NBC News for coverage of spot news and interviews on the boardwalk before and during the Democratic national convention, which starts Aug. 24.

The unique mobile unit will be manned by a reporter and engineer for live broadcasts from anywhere along the boardwalk. The unit will also contain equipment to tape news reports for later broadcast.

The three-wheeled chairs are electrically driven and are steered by a driver who sits on a rear jump seat. The unit will supplement NBC News' regular radio mobile unit station wagon, which will also be in Atlantic City for the convention coverage.

"We expect most people attending the convention will be using the boardwalk to get from their hotels to Convention Hall," said Jim Holton, producer of NBC News' radio coverage of the convention. "There are only two major north-south avenues, and they will undoubtedly be clogged by traffic. But the major hotels and Convention Hall are all accessible via the boardwalk, and this chair unit will be able to move freely along it."

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July 27, 1964

KENTUCKY CLUB TOBACCO RENEWS SPONSORSHIP OF
'JOE GARAGIOLA SPORTS SHOW' ON NBC RADIO

Kentucky Club Tobacco, Wheeling, W. Va., has renewed its sponsorship of "The Joe Garagiola Sports Show" on the NBC Radio Network, for 13 additional weeks.

According to James Beck, Sales Manager for Kentucky Club, the "sales response to the show has been extremely gratifying." The renewal will begin Aug. 3, and run through Oct. 30. Warwick & Legler is the agency for Kentucky Club.

"The Joe Garagiola Sports Show" is broadcast Monday through Friday (8:55-9 a.m. EDT).

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NBC TRADE-NEWS

July 28, 1964

HUMBLE OIL TO SPONSOR FULL-HOUR TV DOUBLE BILL OFFERING
REPEATS OF PROGRAMS ON GRANT AND LEE

Two Civil War portraits -- "U. S. Grant, an Improbable Hero" and "Lee, the Virginian" -- will be repeated as a full-hour double bill on the NBC-TV Network Tuesday, Sept. 1 (10-11 p.m. EDT). The Humble Oil & Refining Company will be the sponsor, through its agency, McCann-Erickson of Houston.

The portraits, both produced by NBC Special Projects, were first telecast during the 1961-62 season as separate half-hour shows: the Grant program Nov. 24, 1961, and its companion-piece Jan. 15, 1962.

The late Thomas Mitchell narrates both programs on-and-off camera. Elliott Nugent is heard as the "voice" of Grant in the first program.

"U. S. Grant, an Improbable Hero" centers on the fact that Grant made his only real success in life in soldiering, an occupation to which he was not really drawn and for which he expressed considerable distaste. Century-old photographs by Matthew Brady and others are animated in the program through the still-pictures-in-action technique. Supplementing these are dramatic vignettes with non-speaking actors and filmed scenes of the Mississippi, the Rio Grande, the Hudson, the Columbia and the Ohio Rivers.

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"Lee, the Virginian" points up the importance of Lee's Virginian heritage to his character and his career. It suggests that his concept of the God-fearing Virginia gentleman, which was his concept of duty, was the key to his consistency in fighting for a lost cause. The program is built from still-photographs-in-action, dramatic vignettes, and film made on location at Arlington, Richmond, Fredericksburg, Chancellorsville and Lexington, Va., and at Harpers Ferry, W. Va.

John McGiffert produced both programs, and Lynwood King was the director. James Lee wrote the script, and Robert Emmett Dolan the orchestral scores.

— NBC-TV PROGRAM HIGHLIGHT TUESDAY, SEPT. 1 —

GRANT AND LEE -- Two Civil War portraits, "U. S. Grant, an Improbable Hero" and "Lee, the Virginian," with Thomas Mitchell narrating. Both programs feature historic still-pictures-in-action, dramatic vignettes, filmed sequences. (Repeat.)

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NBC-New York, 7/28/64



July 28, 1964

JULIE HARRIS, DENHOLM ELLIOTT, TORIN THATCHER TO STAR IN 90-MINUTE
ORIGINAL COLOR DRAMA, 'THE HOLY TERROR,' BASED ON LIFE
OF FLORENCE NIGHTINGALE, ON 'HALL OF FAME'

"The Holy Terror," a 90-minute original color drama based on the life of Florence Nightingale and starring Julie Harris, Denholm Elliott and Torin Thatcher, will be presented Thursday, April 8, 1965 (9:30-11 p.m. EST) by NBC-TV's "Hallmark Hall of Fame." The teleplay will be written by James Lee, whose 1962 "Hall of Fame" original play, "The Invincible Mr. Disraeli," won several award nominations and an Emmy Award for Trevor Howard in the title role.

In "The Holy Terror," Miss Harris will play the famous "lady with the lamp," the gifted, restless daughter of well-to-do 19th Century English parents. Her strong social conscience bids the headstrong Miss Nightingale to take an interest in the deplorable conditions existing in London hospitals and other institutions for the poor and elderly.

Later, during the Crimean War, Florence Nightingale, aided by her friend, Sidney Herbert, secretary for war (played by Denholm Elliott), organizes a band of nursing sisters to go to the battlefield, despite the shocked protests of her family and friends. Their heroic aid and comfort to the thousands of sick and wounded British soldiers have become a part of the legend of modern medicine. Her life-long

(more)

reform efforts brought profound changes in hospital care, and elevated nursing to the rank of a profession.

In "The Holy Terror," there is a suggestion of a romance-that-might-have-been between Miss Nightingale and Mr. Herbert.

Julie Harris has appeared in a number of Hallmark dramas, including the award-winning "Victoria Regina." Her most recent "Hall of Fame" role was that of Brigid Mary in last season's "Little Moon of Alban."

Denholm Elliott, who is currently starring in the English motion picture comedy, "Nothing but the Best," will play his fourth "Hall of Fame" role. The most recent was as secretary to the prime minister in "The Invincible Mr. Disraeli."

Elliott and Torin Thatcher appeared together on Broadway two seasons ago in "Write Me a Murder," which was directed by George Schaefer, producer-director of the "Hallmark Hall of Fame."

Thatcher, a veteran of movies, stage and TV, will portray Dr. John Poole, head of the British medical department and Miss Nightingale's bitter adversary.

"Hallmark Hall of Fame" will open its 14th season Sunday, Oct. 18 with a television adaptation of the off-Broadway musical hit, "The Fantasticks." On Wednesday, Feb. 3, 1965, Alfred Lunt and Lynn Fontanne will star in Emmet Lavery's "The Magnificent Yankee."

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NBC-New York, 7/28/64

JACK TRACY
ROOM 320

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NBC TRADE NEWS

July 29, 1964

SECOND PREVIEW SHOWING OF MERCHANDISE TIED IN WITH NBC-TV'S
NEW "DANIEL BOONE" SERIES WILL BE HELD AUG. 6

A second preview showing of merchandise tied in with NBC-TV's new "Daniel Boone" series, starring Fess Parker, will be held at 3 p.m. Thursday, Aug. 6 in the Johnny Victor Theatre, New York, it was announced today by Norman Lunenfeld, Manager, Merchandising, NBC Enterprises.

("Daniel Boone" will be broadcast on NBC-TV Thursdays 7:30 to 8:30 p.m. EDT beginning Sept. 24.)

"The first preview showing (July 16) was an overwhelming success," Mr. Lunenfeld said. "It attracted an overflow crowd of 95 buyers, whose enthusiasm indicates an even greater selling response than the 'Davy Crockett' campaign of 1954, where Fess Parker also starred as Davy Crockett."

Forty licensees have been signed to date for the merchandising campaign. The merchandise licensed includes tee shirts, pajamas, sweat shirts, frontier jackets and trousers, bubble gum with frontier trading cards, toy wagons and canoes, and toy forts with soldiers. Remco Industries of Harrison, N. J., will make the official Fess Parker-Daniel Boone look-alike doll. King-Seeley Thermos Co. is manufacturing a special frontier style lunch kit.

Western Printing is publishing a Fess Parker-Daniel Boone Comic Book, which will contain application blanks for membership in

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Trail Blazer's Clubs. Western Printing's Gold Key Comics (which will have the blanks) have a monthly distribution of 5,000,000.

A special plaque is being designed to allow retail outlets to identify with the merchandising program. It will be used in conjunction with logos, identification patches, hang tags and labels. Many variations are available, such as covered wagon displays, log cabin syrup containers and powder horn packages.

In addition, a series of licensed, self-liquidating premiums will be provided to the licensees for use with their merchandise. Included are an Indian tepee, a pioneer cabin (suitable as a Trail Blazer clubhouse), a Fess Parker-Daniel Boone knapsack and a birch bark canoe.

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NBC-New York, 7/29/64



NBC COLOR TELEVISION NEWS

FULL-HOUR COLOR FILM BASED ON SIR WINSTON CHURCHILL'S BOOK,
"PAINTING AS A PASTIME," WILL HAVE U.S. PREMIERE
ON NBC-TV'S "HALLMARK HALL OF FAME"

LONDON, July 29--A full-hour color film based on Sir Winston Churchill's book, "Painting as a Pastime," will be produced in England and will be given its U. S. premiere on NBC-TV's "Hallmark Hall of Fame" on the British statesman's 90th birthday Monday, Nov. 30 (10 to 11 p.m. EST).

The agreement between Sir Winston and the film's producer, Jack LeVien, also provides that the film be telecast the same day in the United Kingdom, the Commonwealth and other nations. It is being produced for international television and motion picture distribution, and will be made available also to schools and colleges throughout the world through its American television sponsor, Hallmark Cards Inc. of Kansas City, Mo.

Joyce C. Hall, president of Hallmark Cards and a long-time friend of Sir Winston, is in London to make final arrangements for U. S. and Canadian television rights.

LeVien, who is an American, produced the television series, "The Valiant Years," and a film, "The Finest Hours," a Columbia Pictures project soon to be released in the U. S. Both are based on Churchill's memoirs of the Second World War.

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The film, "Painting as a Pastime," will portray Sir Winston, the amateur artist, against the historic background of the paintings and will tell of the events which caused him to take up painting and influenced the progress of his art. The story will note the similarities in Sir Winston's life and his art -- the qualities of force, imagination, humor and zest for life.

Filming started today at Chartwell, Sir Winston's country house, where most of his paintings are hanging, and also is scheduled at the homes of some of Sir Winston's colleagues, where others of his paintings are.

Louis Clyde Stoumen will direct the film, the script for which is being written by Miss Caryl Brahms. Stoumen, also an American, worked with LeVien on "The Valiant Years" and on "Black Fox," the Academy Award-winning film on the life of Adolph Hitler.

Sir Winston's comments will be spoken in the first person by British actor Patrick Wymark, when no recordings by Sir Winston himself are available for background narration.

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NBC-7/29/64

NBC TRADE NEWS

July 29, 1964

ROBERT K. DOERR IS APPOINTED ASSISTANT TRADE NEWS EDITOR IN NBC PRESS DEPARTMENT

Robert K. Doerr has been appointed Assistant Trade News Editor in the NBC Press Department, it was announced today by M. S. Rukeyser Jr., Vice President, Press and Publicity.

Mr. Doerr joined the NBC Press Department in September, 1963, as a staff writer in the news publicity unit. He had previously been Promotion and Publicity Director of WEWS, the Scripps-Howard TV station in Cleveland, Ohio.

Mr. Doerr is a graduate of Curry College, Boston, Mass. He lives with his wife and two children in New York.

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NBC NEWS ELECTION YEAR '64

July 29, 1964

"CHOOSING A CANDIDATE"--CHET HAGAN'S FULL-HOUR NBC NEWS TV
SPECIAL SIX MONTHS IN THE MAKING--SHOWS HOW
GOLDWATER FORCES TRIUMPHED

Chet Hagan, who by his own count has produced 403 special news programs for NBC News, says he has never produced one like "Choosing a Candidate," to be telecast on the NBC-TV Network Thursday, July 30 (7:30 to 8:30 p.m. EDT).

For one thing, Hagan's record includes over 250 "instant" specials that have dealt, many times, with significant events that have happened in the world just a few hours before air time. This special, however, has been six months in the making.

Second, in his words: "We're dealing with a phenomenon in American politics: a carefully engineered organization designed to secure the nomination of a Presidential candidate. The Kennedy organization of 1960 was a prototype. The Goldwater forces of 1964 picked it up and ran with it."

NBC News correspondent Robert MacNeil will be anchor man for "Choosing a Candidate."

Sponsorship in the program has been purchased by Abbott Labs through Tatham Laird Inc., and Standard Brands through Ted Bates and Company, Inc.

"Choosing a Candidate" will document how Senator Barry M. Goldwater achieved the Republican Presidential nomination at the

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convention in San Francisco this month. With a starting point at the dramatic roll call in the Cow Palace, the program flashes back to October, 1963, when, unknown to most, Goldwater first made his firm decision to seek the nomination.

It then progresses through the politically eventful months of early 1964, including the primaries in New Hampshire, Oregon, and California; and such significant events as the mammoth Goldwater rally in Madison Square Garden and the Governors' Conference in Cleveland.

One of the most significant features of "Choosing a Candidate" is an exclusive interview with Senator Goldwater, in which he discusses the tactics his supporters used in his bid for the nomination. Also heard are Richard Kleindienst and Clifton White, field operations coordinators for his campaign; Dean Burch, new chairman of the Republican National Committee; and Denison Kitchel, Goldwater's campaign manager.

Chet Huntley also will appear on the program with an analysis of what the Goldwater victory in his own party means, and an exploration of the question, "Can Barry Goldwater be elected President?"

According to Hagan, a major part of the film in "Choosing a Candidate" will be seen on the air for the first time. This includes portions of the Republican national convention, during which his NBC News cameras probed the caucus rooms and off-the-floor activity that was inaccessible to stationary live TV cameras at the time.

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NBC-New York, 7/29/64

NBC COLOR TELEVISION NEWS



July 29, 1964

TAPING COMPLETED FOR COLORCAST OF 'THE FANTASTICKS'

Taping of the "Hallmark Hall of Fame" color production of the off-Broadway musical "The Fantasticks," to be presented Sunday, Oct. 18 (10-11 p.m. EDT) was completed recently in NBC-TV's Brooklyn Color Studios. The musical, produced and directed by George Schaefer, will star Ricardo Montalban, Bert Lahr and Stanley Holloway, and will feature John Davidson and Susan Watson.

The production was adapted for TV by Robert Hartung, from the original production, for which Tom Jones wrote the book and lyrics and Harvey Schmidt wrote the music. Herbert Grossman is music director of the TV version of "The Fantasticks." Musical staging for the colorcast was done by Herbert Grossman, sets are by Warren Clymer and costumes by Noel Taylor.

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NBC TRADE NEWS
NBC FILM SALES FOR FIRST TWO QUARTERS OF 1964
EXCEED TOTAL FOR SAME PERIOD IN 1963

NBC Film sales for the first two quarters of 1964 have been substantially ahead of the same period in 1963, with more than 7,500 hours of programming already on the books, it was announced by Morris Rittenberg, President of NBC Films Inc.

Second quarter sales continued strong this year, with 16 programs totaling 2,800 hours sold to 40 stations. The final figure of NBC Films programs sold to stations during the first six months of this year is expected to be in excess of 15 per cent above the same period last year.

The biggest seller has been the half-hour comedy series, "Car 54, Where Are You?" which went into syndication in January and has been sold in 27 markets.

"The Richard Boone Show," which is now in syndication, recorded its first sales -- to WNEW-TV in New York, WTTG-TV in Washington, KCOP-TV in Los Angeles, KRON-TV in San Francisco and KOB-TV in Albuquerque.

"Astro Boy," popular animated children's series, continues to be a popular favorite and was sold in seven more markets during the second quarter, including KVII-TV in Corpus Christi-Amarillo, Texas; WNBQ in Chicago; KARD-TV in Wichita, Kansas; WLTV in Bowling Green, Ky., and WBTV in Charlotte, N. C.

Other programs sold during the second quarter were "The Best of Groucho," "People Are Funny," "87th Precinct," "Outlaws," "Laramie," "Celebrity Golf," "The Deputy," "Hennesey," "Science in Action," "Continental Classroom," "Life of Riley," "Hopalong Cassidy" and "Silent Service."

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NBC-New York, 7/30/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

July 30, 1964

NBC-TV SCHEDULES LIVE COVERAGE OF ANNOUNCEMENT OF RANGER 7 SUCCESS
OR FAILURE; ALSO PLANS TELECAST OF STILL LUNAR PICTURES

The official announcement of the success or failure of the Ranger 7 spacecraft's lunar photographic expedition by scientists at Caltech's Jet Propulsion Laboratory in Pasadena, Calif., will be telecast live on NBC-TV from the laboratory as the rocket hits the moon. The time of impact is estimated at approximately 9:25 a.m. EDT Friday, July 31.

NBC News also will televise the still pictures of the lunar surface -- to be transmitted from the spacecraft as it approaches the moon if the mission is a success -- as soon as they are released to the public. It is expected that these pictures will be available late Friday night, July 31.

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MYRNA LOY, DENNIS KING AND PERT KELTON STAR IN COMEDY,

"THE MAGNIFICENT MONTAGUES," CREATED BY NAT HIKEN

"The Magnificent Montagues," a comedy created by Nat Hiken and starring Myrna Loy, Dennis King and Pert Kelton, will be telecast on NBC-TV Sunday, Aug. 16 (8:30 p.m. EDT), time spot of "Grindl," which will resume its repeat schedule Aug. 23.

The story concerns Edwin Montague (King), an unemployed Shakespearean actor who detests any other medium of entertainment -- especially television. When family funds run low because he has been "at liberty" for eight years, his wife (Miss Loy) persuades him to appear on a TV children's series as "Uncle Sunshine." Montague is reluctant to take the job because he is afraid he will be drummed out of his Shakespeare club if any of the members recognize him. He finally accepts when he is told that he will wear a beard on the program. On the air, however, Montague ridicules the sponsor's products and insults the young audience. He is immediately fired, but his performance brings an unexpected result.

Miss Kelton plays the Montagues' maid, who has traded insults with the head of the house for 25 years.

"The Magnificent Montagues," which Hiken wrote, produced and directed, will be sponsored by Procter & Gamble Company, sponsor of the "Grindl" series. The advertising agency is Leo Burnett Company, Inc.

— NBC-TV PROGRAM HIGHLIGHT AUG. 16 —

THE MAGNIFICENT MONTAGUES--A Nat Hiken-created comedy of an unemployed Shakespearean actor who is cajoled by his wife into heading a TV children's series.

Myrna Loy, Dennis King and Pert Kelton star.

NBC NEWS

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BROADCASTING'S LARGEST NEWS ORGANIZATION

July 31, 1964

NBC NEWS PRESENTS EXCLUSIVE LIVE TV COVERAGE OF OFFICIAL
ANNOUNCEMENT OF RANGER 7'S SUCCESS

NBC News presented exclusive coverage of the official announcement of Ranger 7's success, in a special live report this morning (July 31) on NBC-TV from the Jet Propulsion Laboratory in Pasadena, Calif.

"Ranger 7 Hits the Moon," a special NBC News television report on the successful Ranger 7 mission, was scheduled for Friday night, July 31 on NBC-TV (9:30-10 p.m. EDT) with Roy Neal as anchorman. This special program from the Jet Propulsion Laboratory in Pasadena, Calif., also was planned to include pictures transmitted by Ranger 7 if they were made public by air time. The Gulf Oil Corporation sponsored the special telecast.

The 20-minute morning report began at 9:10 o'clock EDT as Ranger 7 neared the moon and its TV cameras were turned on. The report included the first announcement from the laboratory's control center by its spokesman, George Nichols, that Ranger 7's TV cameras were transmitting pictures. This announcement was greeted with applause from newsmen at the laboratory.

As the spacecraft sped towards the moon, Nichols reported that the various TV cameras on Ranger 7 were all operating properly and strong video signals were being received. The TV reception was later described as excellent.

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020

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In the background, the steady humming sound of Ranger 7's radio signal as it transmitted information back to earth also was heard. Then, almost at the moment when it was estimated Ranger 7 would hit the moon, the radio signal stopped. There was again applause from the newsmen, and also from space scientists at the laboratory, as the mission concluded successfully.

Roy Neal, NBC News' aerospace correspondent, reported from the Jet Propulsion Laboratory, control center for the Ranger 7 mission.

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NBC-New York, 7/31/64

NBC RADIO NETWORK NEWS

NBC RADIO'S "EMPHASIS" TO PRESENT REVITALIZED SCHEDULE
WITH NOTED PERSONALITIES STARTING SEPT. 7

FOR RELEASE MONDAY, AUG. 3

Noted personalities in news, education, sports and entertainment will headline NBC Radio's revitalized and revamped "Emphasis" starting Monday, Sept. 7, it was announced today by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

Said Mr. McDaniel: "The new 'Emphasis' will feature four of the best-known NBC Newsmen plus other respected-in-their-fields personalities. Each will specialize in a specific area of interest, giving opinions and insight on people, places and events. And, for the first time in 'Emphasis' history, each will be heard every day at the same time on a Monday-through-Friday basis. This differs from the former arrangement in which 'Emphasis' from the time it debuted Jan. 4, 1960, was heard at varying times during the hours from nine to five.

"'Emphasis' will now feature NBC News correspondents Chet Huntley, Frank McGee, Frank Blair and Nancy Dickerson. It will also spotlight Arlene Francis, recently associated with NBC Radio's 'Monitor'; Lindsey Nelson, the 'voice' of many an NBC Radio sports presentation, and Howard Whitman, one of the nation's top writers and lecturers on social problems. Whitman's books, magazine articles and syndicated newspaper column have informed millions on such diverse subjects as mental health, medicine, marriage and human behavior."

The new Monday-through-Friday "Emphasis" schedule follows (EDT):

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2 - 'Emphasis'

9:30-9:35 a.m. Frank McGee -- "Second Thoughts."

10:30-10:35 a.m. Chet Huntley -- "Chet Huntley's Mailbag."

11:30-11:35 a.m. Arlene Francis -- "Women."

12:30-12:35 p.m. Nancy Dickerson -- "Women's Washington."

1:30-1:35 p.m. Howard Whitman -- "News of Your Life."

2:30-2:35 p.m. Frank Blair -- "Frankly Speaking."

3:30-3:35 p.m. Various overseas correspondents --
"Life Abroad."

4:30-4:35 p.m. Lindsey Nelson -- "Sports."

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NBC-New York, 7/31/64

NBC TELEVISION NETWORK NEWS

July 31, 1964

NBC'S GEORGE A. HEINEMANN TO SPEAK ON "CHILDREN'S THEATRE IN TELEVISION" AT CONFERENCE IN KANSAS

George A. Heinemann, manager of Public Affairs, NBC News, will address the 20th anniversary Children's Theatre Conference of the American Educational Theatre Association at the University of Kansas, at Lawrence, on Aug. 21.

Heinemann, who is executive producer of "NBC Children's Theatre," will speak on "Children's Theatre in Television." After his talk, there will be a screening of "Quillow and the Giant," the production which launched "NBC Children's Theatre" last November. It is a musical adaptation of a James Thurber fable in which an actor playing the leading role is supported by a cast of puppets.

"NBC Children's Theatre" is a Public Affairs presentation of NBC News. Its productions to date have included "Of Sights and Sounds" and two performances of "Robin Hood" in addition to "Quillow and the Giant." Last May "NBC Children's Theatre" won an award from the Institute for Education by Radio-Television of Ohio State University for "Quillow and the Giant," cited as "a perfect example of how TV can effectively teach and entertain children." Details of its 1964-65 season will be announced soon.

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